

STARTS DEC. 26

MACY'S[★] WHITE SALE



30%-40% off regular prices... Springmaid "Gala" 50% polyester-50% cotton no-iron percale sheets. Lively prints in orange/yellow, blue/green or pink/green.

Twin: 1-1, flat; or 1-1A, fitted. Reg. 6.49.....	Sale 3.88
Double: 1-1B, flat; or 1-1C, fitted. Reg. 7.49.....	Sale 4.88
Queen: 1-1D, flat; or 1-1E, fitted. Reg. 9.99.....	Sale 6.88
King: 1-1F, flat; or 1-1G, fitted. Reg. 13.99.....	Sale 9.44
Pillowcases. Reg. 2/4.60.....	Sale 2/3.88

Save 40% off regular price for Springmaid's "Gala" bath towels. Fringed cotton velour in floral blue, pink or gold.

1-2. Bath towel. Reg. 2.50 each.....	Sale 4 for \$6
1-2A. Hand towel. Reg. 1.60 each.....	Sale 4 for 4.40
1-2B. Face cloth. Reg. 70c each.....	Sale 4 for \$2

To order see page 2, Dept. 091, Dept. 092.

& Drug & Cosmetic Sale

& Macy's[★] Girdle & Bra Sale

& More Macy Sales

Sales for men, for children; fur sale, sale of skis, storm windows, typewriters, tires, luggage, cameras, sporting goods, binoculars, sales of exercisers and even more. Write or call today; come to your Macy's Sat., Dec. 26.

There's more in it for you in Macy's



Blue/green (cool)

Pink/lavender (warm)



Sale \$4

2-1. Regularly \$5, Bath size

Two Yves St. Laurent towel designs by Fieldcrest:

"Dimensions" explores geometry in fringed jacquard-woven cotton velour towels. Choose antique gold/tangerine; Bristol blue/verdian green; ebony/straw; loganberry/cardinal red.

"Desert Song" fringed cotton velour with snappy chevron design in Bristol blue/verdian green, ebony/straw, loganberry/cardinal red.

2-1A. Hand towel, reg. 2.50 Sale 2.20

2-1B. Face cloth, reg. \$1 Sale 90¢

"Desert Song" only at Herald Square, Roosevelt Field, Queens, White Plains, Colonie, New Haven, Kings Plaza.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Depts. 092, 091, 6th Floor, Herald Square, and the Macy's near you.

2

Sale \$6

2-2. Regularly \$7, 72x104" twin flat

Yves St. Laurent sheets by Fieldcrest in Kodel® polyester-and-cotton percale. Fashion stripes in neutral (brown/black), cool (green/blue), or warm (pink/lavender).

	Regularly	Sale
2-2A. 39x76" twin fitted	\$7	6.20
2-2B. 81x104" double flat	\$8	\$7
2-2C. 54x76" double fitted	\$8	7.20
2-2D. 90x115" queen flat	\$11	9.50
2-2E. 60x80" queen fitted	\$11	9.50
2-2F. 108x115" king flat	\$14	12.50
2-2G. 78x80" king fitted	\$14	12.50
2-2H. 42x36" pillowcases	2 for \$5	2 for 4.50

Sheets only at Herald Square, White Plains, Huntington, Roosevelt Field, New Haven, Queens, Colonie, Kings Plaza.

White Sale

Even the world-famous designer coordinates from Yves St. Laurent by Fieldcrest and florals by Cannon for bed and bath

Sale 3.99

3-1. Regularly \$5, 72x104" twin flat

Cannon's "Dogwood" florals in blue, pink or gold.
No-iron polyester-cotton muslin sheets:

	Regularly	Sale
3-1A. 39x76" twin fitted	5.25	3.99
3-1B. 81x104" double flat	\$6	4.99
3-1C. 54x76" double fitted	6.25	4.99
3-1D. 90x115" queen flat	\$8	6.50
3-1E. 60x80" queen fitted	8.50	6.99
3-1F. 42x36" pillowcases	2 for \$4	2 for \$3

Sale \$2

3-2. Regularly 2.50, Bath size

Fringed cotton velour towels in blue, pink, gold:

3-2A. Hand towel, reg. 1.60 Sale 1.40

3-2B. Face cloth, reg. 70¢ Sale 60¢

Machine washable cotton-polyester bedspread with looped fringe:

3-3. 80x110" twin size, reg. \$12 Sale \$10

3-3A. 94x110" full size, reg. \$15 Sale \$13

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Depts. 092, 091, 6th Floor, Herald Square, and the Macy's near you.



A panorama of prints that don't need the touch of
an iron...by all these famous makers

There's



"Flower Bed" by Burlington House

Blue and gold posies on 50% Fortrel® polyester-50% cotton muslin. Machine wash, tumble dry.

	Regularly	Sale
4-1A. 72x104" twin flat	4.50	3.79
4-1B. 39x76" twin fitted	4.70	3.99
4-1C. 81x104" double flat	5.50	4.79
4-1D. 54x76" double fitted	5.70	4.99
4-1E. 90x115" queen flat	7.50	6.50
4-1F. 60x80" queen fitted	7.90	6.90
4-1G. 108x115" king flat	11.50	\$10
4-1H. 78x80" king fitted	\$12	10.50
4-1J. 42x36" pillowcases	2/\$4	2/3.00

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 092, 6th Floor, Herald Square, and the Macy's near you, except Jamaica, Bay Shore and Smith Haven.

Blue

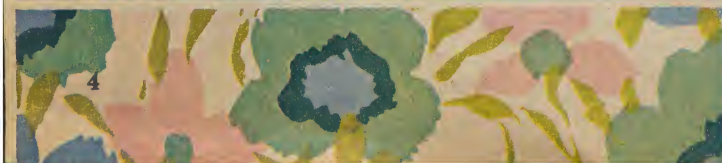


"Devonshire Garden" by Burlington House

Masses of flowers captured from an English garden bloom in wild profusion on soft 50% Fortrel® polyester-50% cotton muslin. Machine washable, tumble dry, no ironing needed. Blue or gold combinations.

	Regularly	Sale
4-2A. 72x104" twin flat	4.50	3.79
4-2B. 39x76" twin fitted	4.70	3.99
4-2C. 81x104" double flat	5.50	4.79
4-2D. 54x76" double fitted	5.70	4.99
4-2E. 90x115" queen flat	7.50	6.50
4-2F. 60x80" queen fitted	7.90	6.90
4-2G. 42x36" pillowcases	2/\$4	2/\$3

Blue



more in it for you in Macy's White Sale



"Gypsy" by Springmaid

Cherry red/ blue green patchwork print on 50% Kodel® polyester-50% cotton muslin. Machine wash, tumble dry, forget ironing.

	Regularly	Sale
5-1A. 72x104" twin flat	4.50	3.70
5-1B. 39x76" twin fitted	4.70	3.90
5-1C. 81x104" double flat	5.50	4.70
5-1D. 54x76" double fitted	5.70	4.90
5-1E. 42x36" pillowcases	2/\$4	2/3.50

To order, see opposite page. Dept. 092.

Gypsy



"Echotone" by Springmaid

Two-tone pastel stripes in pink, blue, gold or green. Flat sheets and cases bordered with matching solid color. All-over striped fitted sheets. Long-wearing 50% Kodel® polyester-50% cotton muslin. Machine wash, tumble dry; ready to use without ironing.

	Regularly	Sale
5-2A. 72x104" twin flat	4.50	3.70
5-2B. 39x76" twin fitted	4.70	3.90
5-2C. 81x104" double flat	5.50	4.70
5-2D. 54x76" double fitted	5.70	4.90
5-2E. 42x36" pillowcases	2/\$4	2/3.50

Pink

Gold

Green



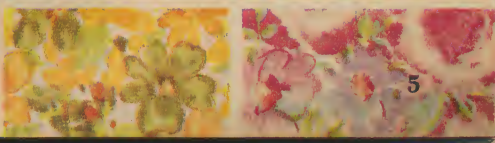
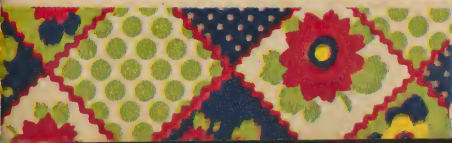
J. P. Stevens, "Antoinette"

Pastel floral print in pink, blue or yellow on 50% polyester-50% cotton muslin. Flat sheets, solid with floral hem; fitted sheets, all-over print; pillowcases, floral with solid hem. Machine wash, tumble dry, no need to iron.

	Regularly	Sale
5-3A. 66x104" twin flat	4.50	3.70
5-3B. 39x76" twin fitted	4.70	3.90
5-3C. 81x104" double flat	5.50	4.70
5-3D. 54x76" double fitted	5.70	4.90
5-3E. 90x115" queen flat	7.50	6.50
5-3F. 60x80" queen fitted	7.75	6.75
5-3G. 42x36" pillowcases	2/\$4	2/3.50

Yellow

Pink



**Springmaid no-iron
percales... prints, solids,
white sheets too**

Sun Gold Azure Blue Lemon Spring Green Azalea Pink Pink Yellow

Permanent press Wondercale® no-iron percale sheets

Blend of 50% combed cotton, 50% Kodel® polyester. Machine wash-and-dry.

Fresh Daisy no-iron percales

In blue, pink or yellow.

	Reg.	SALE
6-1A. 72x104" twin flat	6.75	\$5
6-1B. 39x76" twin fitted	\$7	5.25
6-1C. 81x104" double flat	7.75	\$6
6-1D. 54x76" double fitted	\$8	6.25
6-1E. 90x115" queen flat	10.50	\$9
6-1F. 60x80" queen fitted	\$11	9.25
6-1G. 108x115" king flat	\$14	\$12
6-1H. 78x80" king fitted	14.50	12.25
6-1J. 42x36" pillowcases	2/4.60	2/\$4
6-1K. 42x46" bolster cases	2/5.60	2/\$5

Wondercale® No-iron percale solids

Blend of 50% combed cotton, 50% Kodel® polyester.

In azalea pink, azure blue,
lemon, Spring green, sun gold.

	Reg.	SALE
6-2A. 72x104" twin flat	5.79	4.99
6-2B. 39x76" twin fitted	5.99	5.19
6-2C. 81x104" double flat	6.79	5.99
6-2D. 54x76" double fitted	6.99	6.19
6-2E. 90x115" queen flat	9.99	8.99
6-2F. 60x80" queen fitted	10.49	9.49
6-2G. 108x115" king flat	12.99	11.49
6-2H. 78x80" king fitted	13.49	11.99
6-2J. 39x80" long twin fitted	6.99	6.19
6-2K. 42x36" pillowcases	2/\$4	2/3.50
6-2L. 42x46" bolster cases	2/\$5	2/4.40

Wondercale® No-iron white percales

Blend of 50% combed cotton, 50% Kodel® polyester.

	Reg.	SALE
6-3A. 72x104" twin flat	4.70	3.80
6-3B. 39x76" twin fitted	4.90	3.99
6-3C. 81x104" double flat	5.70	4.80
6-3D. 54x76" double fitted	5.90	4.99
6-3E. 90x115" queen flat	\$8	6.99
6-3F. 60x80" queen fitted	8.49	7.49
6-3G. 108x115" king flat	\$11	9.99
6-3H. 78x80" king fitted	11.49	10.49
6-3J. 42x36" pillowcases	2/3.40	2/\$3
6-3K. 42x46" bolster cases	2/4.20	2/3.60
6-3L. 72x115" long twin flat	5.70	4.80
6-3M. 63 x 104" single flat	4.70	3.80
6-3N. 39x80" long twin fitted	5.90	4.99
6-3P. 39x76x4" twin foam fitted	4.90	3.99
6-3Q. 54x76x4" double foam fitted	5.90	4.99
6-3R. 54x80" long double fitted	6.90	5.99
6-3S. 72x84" Hollywood king fitted	11.50	10.50
6-3T. 27x52" crib fitted	2.80	2.30
6-3U. 33x66" youth fitted	4.90	3.99
6-3V. 33x75" daybed fitted	4.90	3.99
6-3W. 48x75" three-quarter fitted	5.90	4.99
6-3X. 30x72" cot fitted	4.90	3.99
6-3Y. Queen pillowcases	2/\$4	2/3.40
6-3Z. 36x76" single fitted	4.90	3.99

All fitted sheets have Spring-on® corners. Flat sheet sizes before hemming. Fitted sheets pre-shrunk for 1% maximum shrinkage.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 092, 6th Floor, Herald Square, and the Macy's near you.

Starting here...the Super Values...
proving there's more in it for you
in Macy's White Sale...find more
for your home, see more styles,
get more value for your dollar



Save 31%
to 42%
off regular prices
Sale 2 for 5.50

Twin flat or fitted, Regularly 4.50 to 4.70

J. P. Stevens no-iron daisy print sheets

Flower-fresh daisy sheets stay crisp and smooth in an easy-care blend of 50% polyester, 50% cotton muslin . . . machine wash and dry. Pink, blue or yellow.

	Reg.	Sale
7-1. 72x104" twin flat _____	4.50	2 for 5.50
7-2. 39x76" twin fitted _____	4.70	2 for 5.50
7-3. 81x104" double flat _____	5.50	2 for 6.50
7-4. 54x76" double fitted _____	5.70	2 for 6.50
7-5. 90x115" queen flat _____	\$8	2 for \$11
7-6. 60x80" queen fitted _____	8.50	2 for \$11
7-7. 42x36" pillowcases _____	2 for \$4	2 for \$3

Springmaid no-iron multi-stripe sheets

Stripe your beds with these colorful, smooth sheets of 50% polyester, 50% cotton muslin that go from washer to dryer and back on the beds. Stripes in pink, blue and green combination.

	Reg.	Sale
7-8. 72x104" twin flat _____	4.50	2 for 5.50
7-9. 39x76" twin fitted _____	4.70	2 for 5.50
7-10. 81x104" double flat _____	5.50	2 for 6.50
7-11. 54x76" double fitted _____	5.70	2 for 6.50
7-12. 42x36" pillowcases _____	2 for \$4	2 for \$3

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 092, 6th Floor, Herald Square, and the Macy's near you.

Save 20% to 30%

Save 20% to 30% off regular prices for machine washable, no-iron Bates heirloom or striped bedspreads, your choice...



Twin size, reg. 12.99-14.99, Sale 9.99
Full size, reg. 14.99-16.99, Sale 11.99

8-1. Bates "Old Salem" heirloom throw-style cotton bedspread with fringe trim. White or eggshell.

Twin size, Regularly 14.99	Sale 9.99
Full size, Regularly 16.99	Sale 11.99
Queen size, Regularly 24.99	Sale 19.99
King size, Regularly 32.99	Sale 25.99

8-2. Bates "Aspen Stripe" cotton-and-rayon throw-style bedspread with rounded corners. Blue, gold, brown or red stripes on natural color textured background.

Twin size, Regularly 12.99	Sale 9.99
Full size, Regularly 14.99	Sale 11.99
Bunk size, Regularly 12.99	Sale 9.99
63" drape, Regularly 11.99	Sale 9.99

8 Mail and phone orders filled, see instructions on page 87. Dept. 194, 7th Floor, Herald Square, and Macy's near you.

Save 40%

Save 40% off regular price for Cannon Velvure
fringed bath towels in stripes, solids or rose pattern



Sale 2 for \$3

Regularly 2.50 each

Brighten your bath with these lush sheared cotton velour towels in Sierra stripe, solid or Talisman rose pattern... all color-coordinated to mix or match. Stripe in tones of orange, pink, blue or green. Solid in blue, pink, orange,

green or gold. Talisman rose print in gold, blue or pink.

Hand towel, Regularly 1.60 Sale 2 for \$2

Face cloth, Regularly 70c Sale 2 for \$1

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87.
Dept. 091, 6th Floor, Herald Square, and the Macy's near you.

Save 27% to 50%
off regular prices for
Quaker lace dinner cloths...
no-iron, stain-release
table charmers

Sale \$8

Choice of 5 sizes, one low price
Regularly \$11 to \$16

Deftly woven lace cloths of 94% cotton, 6% Dacron® polyester have a soil-release finish that lets spills wipe up and spots wash right out in your washer. Elegant table-top charmers in white or natural.

	Regularly	SALE
10-1A. 54x70" oblong	\$11	\$8
10-1B. 60x80" oblong	\$15	\$8
10-1C. 70" round	\$15	\$8
10-1D. 70x90" oval	\$16	\$8
10-1E. 70x90" oblong	\$16	\$8
10-1F. 70x108" oblong	\$19	\$10

Colorful polyethylene liners for lace cloths

Choice of gold, green, red, or pink for a touch of color under your beautiful Quaker lace tablecloth.

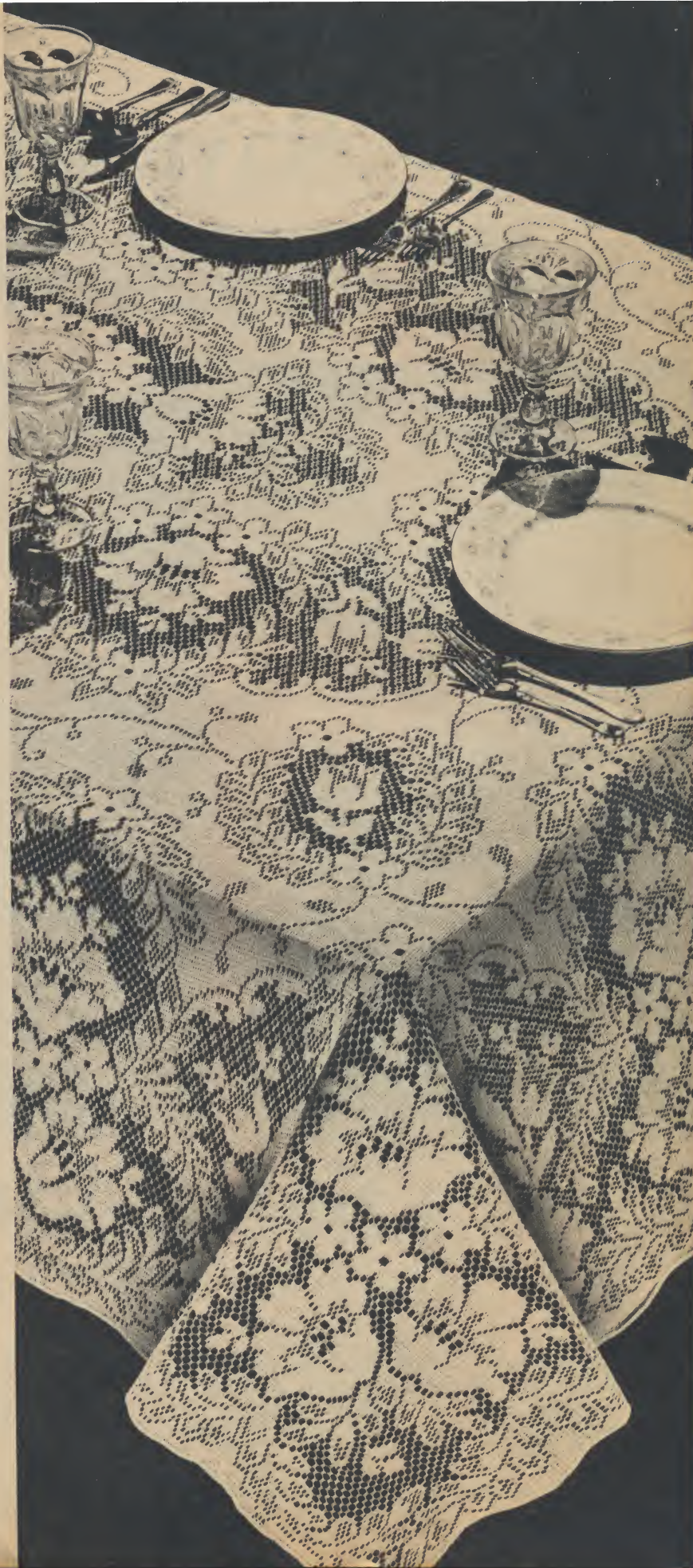
Sizes to fit:

10-2A. 54x70" oblong	1.69
10-2B. 60x80" oblong	1.99
10-2C. 70x90" oval	1.99
10-2D. 70x90" oblong	1.99
10-2E. 70" round	1.99
10-2F. 70x108" oblong	2.49

Save 10% off regular prices for Macy's Custom-Fit table pads

For any size or shape table, choose from a large assortment of Artex green non-slip table pads. Protect your table from heat and water marks; give dinner cloths a richer drape. Call Macy's Shop-at-Home service. No cost or obligation, of course.

Mail and phone orders filled for 5.01 or more on above, instructions on page 87. Dept. 001, 6th Floor, Herald Square, and Macy's near you.





Snowy white
Macy's-Own Brand no-iron
percales or muslins...or
Springmaid percales

Springmaid deluxe combed
cotton percale sheets...35% off

Sale 2 for 4.50

72x108" twin flat. Regularly 3.49

11-1A

Soft 100% cotton, woven with 180 threads to the inch. Combed and recombined to ultra smoothness.

Regularly SALE

11-1B. 39x76" twin fitted.....**3.69 2 for 4.50**

11-1C. 81x108" double flat.....**3.99 2 for 5.50**

11-1D. 54x76" double fitted.....**4.19 2 for 5.50**

11-1E. 42x38" pillow cases...**2 for 2.29 2 for 1.99**

Macy's-Own Mayflower
soft, no-iron sheets

Sale 2.69

72x104" twin flat. Regularly 2.99

11-2A

50% polyester, 50% cotton muslin, 130 threads to the inch. Machine-washable, tumble dryable.

Regularly SALE

11-2B. 39x76" twin fitted.....**3.19 2.89**

11-2C. 81x104" double flat.....**3.99 3.69**

11-2D. 54x76" double fitted.....**4.19 3.89**

11-2E. 42x36" pillow cases, pair.....**2.40 1.99**

Macy's-Own Supre-Macy
no-iron percale sheets

Sale 3.29

72x104" twin flat. Regularly 3.99

11-3A

50% polyester, 50% combed cotton, soft 180 threads to the inch. Wrinkle-resistant sheets need no ironing; machine-wash and tumble dry.

Regularly SALE

11-3B. 39x76" twin fitted.....**4.19 3.49**

11-3C. 81x104" double flat.....**4.99 4.29**

11-3D. 54x76" double fitted.....**5.19 4.49**

11-3E. 90x115" queen flat.....**6.99 6.29**

11-3F. 60x80" queen fitted.....**7.19 6.49**

11-3G. 42x36" pillow cases, pair.....**5.3 2.50**

Mail and phone orders filled for 5.01 or more on above, instructions on page 87. Dept. 092, 6th Floor, Herald Square; and the Macy's near you.

**Burlington House
kiddy sheets feature
all their cartoon
favorites...have
built-in Mom-appeal
because they
need no ironing**

**Woody Woodpecker and
his friends...Casper the
Friendly Ghost**

Sale 4.99

Regularly 5.99

Flat 63x104" size for bunk,
twin, single; or twin fitted 39x76".

By Burlington House...no-iron per-
cales of 50% Kodel® polyester, 50%
combed cotton...soft, luxurious 180
threads. Multi-color prints on white
grounds.

12-1. Woody Woodpecker and his lit-
tle friends.

12-2. Casper the Friendly Ghost.

Pillow cases, printed on both sides,
Regularly 2.50 each...Sale 2.25

**Bugs Bunny...and the
likable Flintstones**

Sale 3.99

Regularly 4.50

63x104" flat sheets for bunk, twin or
single beds; twin fitted, 39x76"

Soft, no-iron muslins of 50% cotton,
50% Fortrel® polyester; woven with
130 threads per inch. Multi-color
prints on white grounds.

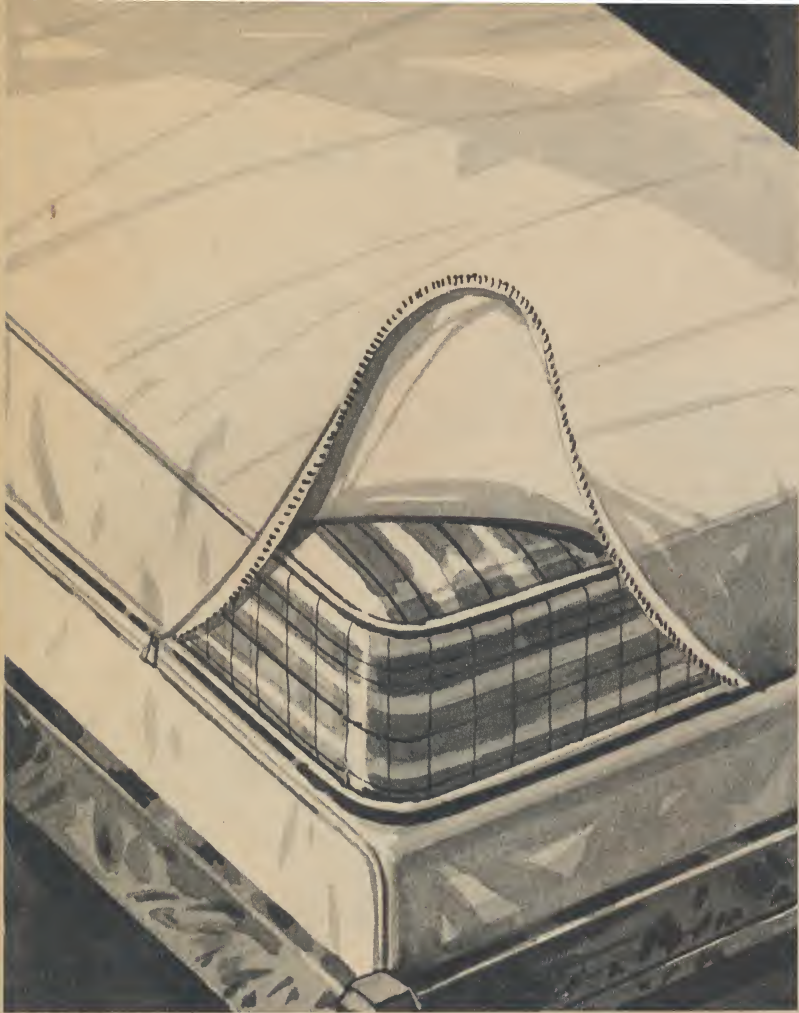
12-3. Bugs Bunny and his gang.

12-4. The Flintstones...all of them.

Matching pillow cases, printed on
both sides, Reg. \$2 each...Sale 1.79

Mail and phone orders filled on orders
of 5.01 or more on above, see instruc-
tions on page 87. Dept. 092, 6th Floor,
Herald Square, the Macy's near you.





**Macy's-Own Mayflower zip-on
heavy-duty cotton mattress and
box spring covers**

Sale 4.99

Regularly 5.59

For cot sizes 30x72", and daybeds 33x76"

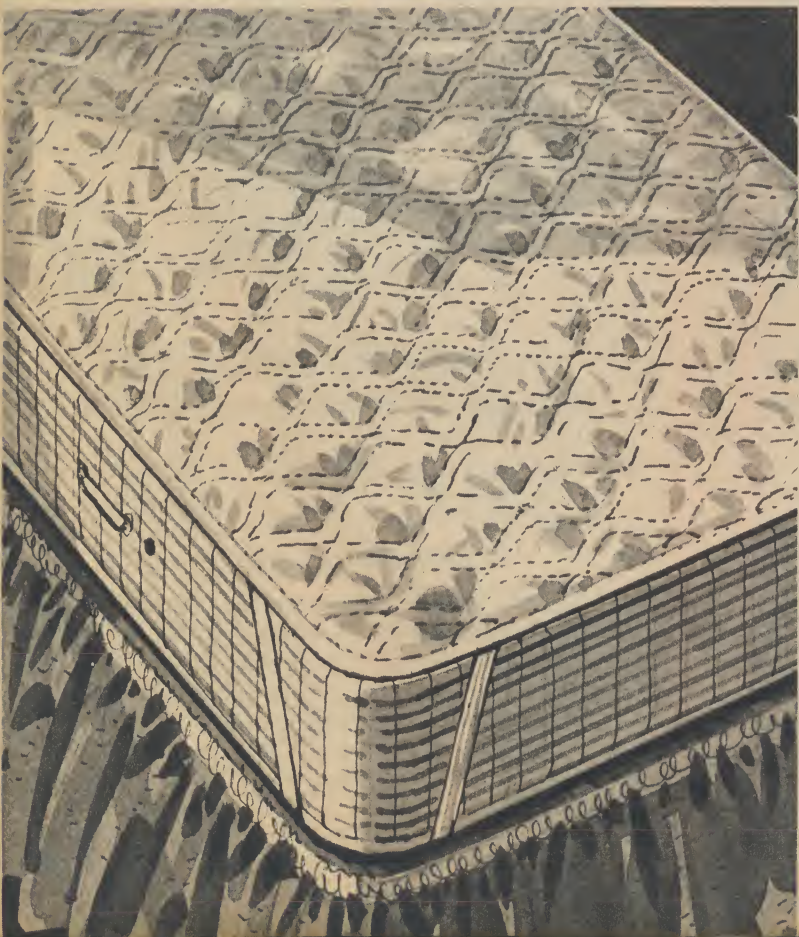
Our heavy-duty unbleached cotton muslin covers, ideal protection for your bedding. Sanforized®*, machine washable and dryable.

13-1. Mattress covers

Twin foam, 39x75x5",	Reg. 5.59	Sale 4.99
Twin innerspring, 39x75x7",	Reg. 5.59	Sale 4.99
Long twin, 39x80x7",	Reg. 6.99	Sale 5.99
Three-quarter, 48x75x7",	Reg. 6.99	Sale 5.99
Full foam, 54x75x5",	Reg. 6.99	Sale 5.99
Full innerspring, 54x75x7",	Reg. 6.99	Sale 5.99
Queen, 60x80x7",	Reg. 8.49	Sale 7.49

13-1A. Box spring covers

Twin, 39x75x9",	Regularly 6.19	Sale 5.49
Full, 54x75x9",	Regularly 6.99	Sale 5.99
Long Twin, 39x80x9",	Regularly 6.99	Sale 5.99
Queen, 60x80x9",	Regularly 8.69	Sale 7.69



**Serene® extra-soft mattress pads are
filled with Fortrel® 7™ polyester**

Sale 7.99

Regularly 8.99

39x76" finished twin size, anchor banded

Pillow-soft filling of thick Celanese Fortrel® polyester continuous filament fiberfill... with heavy Sanforized®* cotton covering. Resists matting and lumping through repeated machine washings and dryings. This is our luxury mattress pad... available in two versions:

13-2. Anchor-banded, finished sizes:

54x76", full,	Regularly 10.99	Sale 9.99
60x80" queen,	Regularly 17.99	Sale 15.99
78x80" Dual king,	Regularly 19.99	Sale 17.99

13-2A. (not shown)

Fitted mattress pads: 12" Sanforized®* side skirt	
Twin size,	Regularly 10.99 Sale 9.99
Full size,	Regularly 12.99 Sale 11.99
Queen size,	Regularly 19.99 Sale 17.99
Dual king,	Regularly 21.99 Sale 19.99

*less than 1% residual shrinkage

Mail, phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Dept. 092A, 6th Floor, Herald Square, the Macy's near you.

There's more in it for you in Macy's



Mix and match yourself a pair of soft, medium or firm Dacron® filled pillows

Sale 2 for \$11

Regularly \$7 each

Now, choose non-allergenic Dacron® polyester fiberfill pillows the way you'd pick feathers or down... in your choice of weights. Mix or match pairs so everyone in the family will own the pillow of his preference. All are large sized, 22x28", with gold stripe cotton cover... corded on all sides. Washable, too.

14-1A. Soft fill, 24-ounce pillow

14-1B. Medium fill, 26-ounce pillow

14-1C. Firm fill, 28-ounce pillow

Your choice: All white down or 50% white down—50% white feathers

Sale \$12-\$18

Regularly \$15-\$22

14-2A. Save 20% off regular prices... for our total-comfort down filled pillows. Standard 20x26" size with pink and white cotton print cover. **Reg. \$15 Sale \$12**

14-2B. Pillows of 50% down, 50% feather filled. 20x26" size. Blue-and-white print cover. **Reg. \$15 Sale \$12**

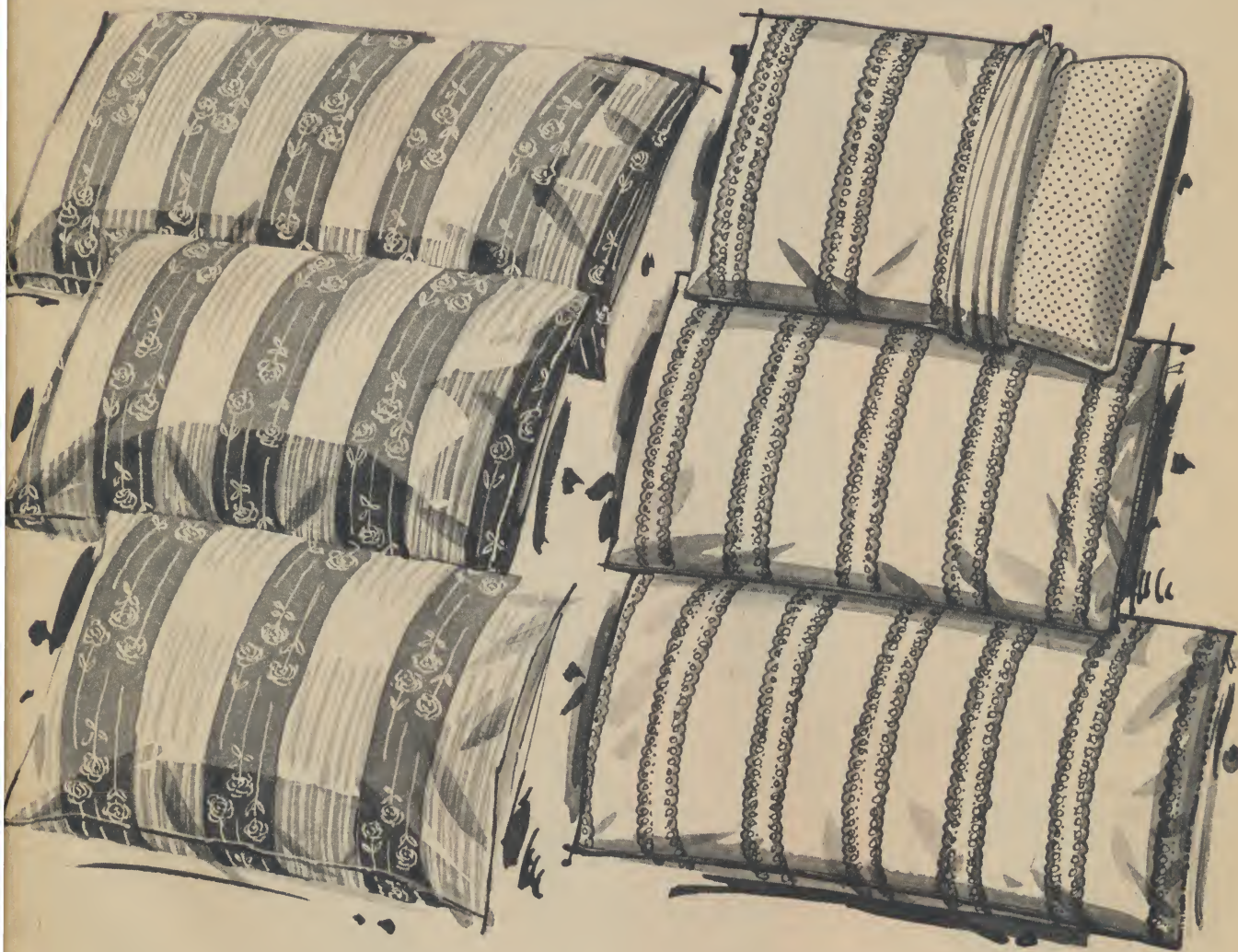
14-2C. Imported white down filled queen size pillow, 20x30". Pink-and-white cotton print cover.

Regularly \$22 Sale \$18

14-2D. 50% down, 50% feather filled pillows; queen size, 20x30". Blue/white print cover. **Reg. \$22 Sale \$18**

White Sale

Billows of pillows, with more fillings...feathers, down, Dacron®, foam latex and more...10% to 22% savings



**Serene® pillows...mat-resistant,
machine washable and dryable**

Sale \$6

Standard 20x26" size, Regularly \$7

15-1A. Comfort filled with Celanese Fortrel® 7™ polyester continuous filament fiberfill. Will not mat or lump. Durable press cotton ticking. Blue-on-white.

15-1B. Queen size, 20x30", Regularly \$9 Sale \$8

15-1C. King size, 20x36", Regularly \$13 Sale \$10

**B.F. Goodrich...famous plump, airy
foam latex pillows are non-allergenic**

Sale 6.99

Standard size, Regularly \$9

15-2A. Blissful comfort with thousands of tiny air bubbles that cradle your head as air circulates to keep pillows fresh. Non-allergenic, blue print, no-iron cotton cover zips off.

15-2B. Queen size pillow, Regularly \$14 Sale 10.99

15-2C. King size pillow, Regularly \$16 Sale 12.99

Sale 9.99

16-1A. Twin 66x90", reg. \$13

20%-23% off regular prices for "Melissa" self-ruffled patch quilt

Reversible patchwork quilt does day-time duty as your eye-pleasing bed-spread... tucks you in at night. Perky print cotton cover in pink, blue, gold or green; bleached white cotton fill.

16-1B. Full size, 80x90",
regularly \$15 _____ Sale 11.99

16-1C. King size, 105x90",
regularly \$20 _____ Sale 16.99

Sale of permanently accordion-pleated dust ruffles... need no ironing

Perma press dust ruffle of 65% Kodel® polyester, 35% cotton. Machine washable and dryable. Bristol blue, light blue, gold, avocado, pink, white.

16-2A. Twin size,
regularly 10.99 _____ Sale 9.99

16-2B. Full size,
regularly 14.99 _____ Sale 12.99

16-2C. Queen size,
regularly 16.99 _____ Sale 14.99

16-2D. King size,
regularly 18.99 _____ Sale 16.99

Macy's-Own Mayflower acrylic blankets... 4-season cover-ups are non-allergenic, shrink-resistant

Many plus features in this richly napped acrylic blanket that's bound in sturdy nylon. It's machine washable and dryable... the perfect covering for you the year-round. Wonderful colors: pink, dark blue, lime, yellow, bittersweet, moss-green, or white.

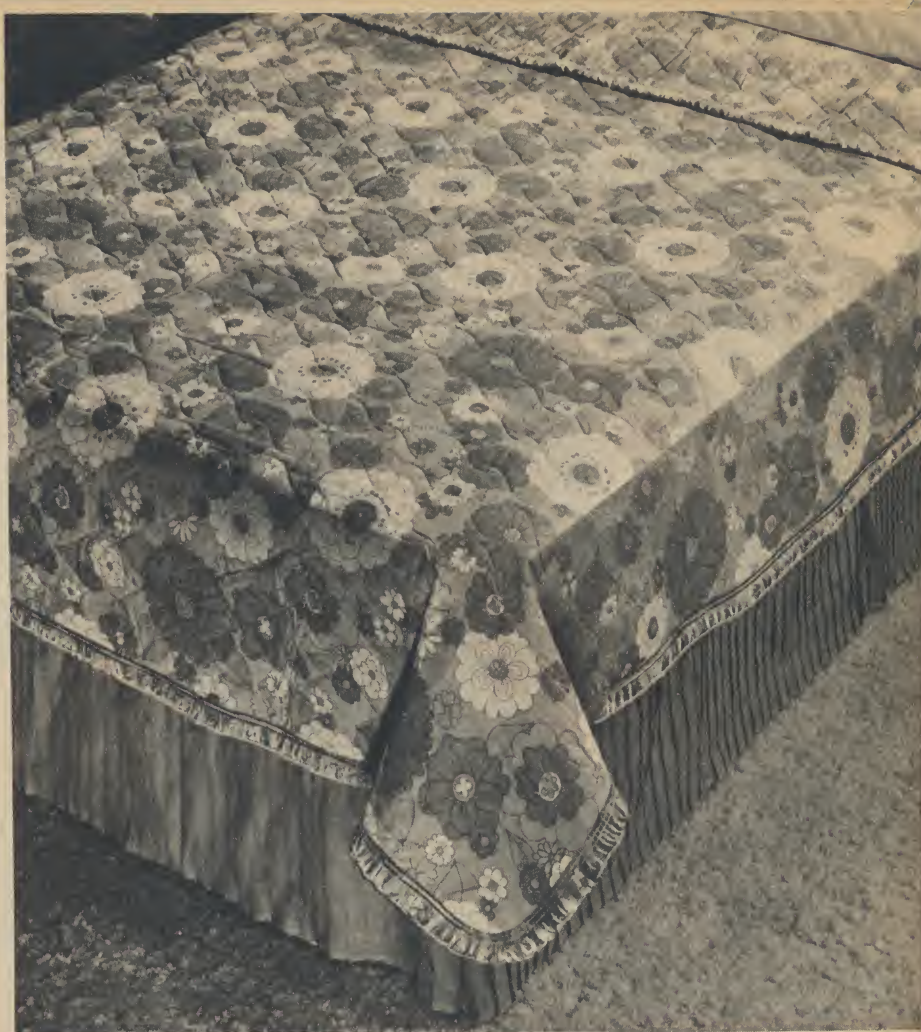
16-3A. Twin size, 60x90",
regularly 9.99 _____ Sale 7.99

16-3B. Full size, 80x90",
regularly 12.99 _____ Sale 10.99

16-3C. Queen size, 90x90",
regularly 14.99 _____ Sale 12.99

16-3D. King size, 90x108",
regularly 18.99 _____ Sale 15.99

Mail and phone orders filled, instructions page 87. Dept. 059, 6th Floor, Herald Square, the Macy's near you.



Carefree South Seas print by Springmaid for your private world
...more leisure time for you, no ironing needed

Sale 5.75

72 x 104", twin flat, regularly 6.75

17-1A.

"Molokai," colorful print whipped up in sheets that are 50% Kodel® polyester, 50% combed cotton percale. Just wash, tumble-dry and use. Tropical color combos: yellow/chestnut, blue/green, or pink/purple.

17-1B. 39x76", twin fitted, regularly \$7 — Sale \$6

17-1C. 81x104" double flat, reg. 7.75 — Sale 6.75

17-1D. 54x76" double fitted, regularly \$8 — Sale \$7

17-1E. 90x115", queen flat, reg. 10.50 — Sale 9.50

17-1F. 60x80" queen fitted, regularly \$11 — Sale \$10

17-1G. 108x115", king flat, reg. \$14 — Sale 12.50

17-1H. 78x80", king fitted, reg. 14.50 — Sale \$13

17-1J. 42x36", pillow cases, reg. 2/4.60 — Sale 2/\$4

Sale \$4

Bath size towels, regularly 5.50

17-2A.

Print cotton terry towels. Lush jungle floral motif reverses to solid color velour. Yellow/chestnut, blue/green, pink/purple.

17-2B. Hand towel, regularly 2.75 — Sale 2.25

17-2C. Face cloth, regularly \$1 — Sale 90¢

Mail and phone orders filled, instructions on page 87. Depts. 91, 92, 6th Floor, Herald Square, and the Macy's near you, except Bay Shore, Huntington, Jamaica, Flatbush, Smith Haven.



More florals, geometrics, original designs in no-iron percales by Fieldcrest and the Vera collection by Burlington **Always**



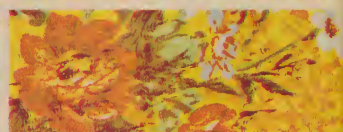
Yellow



Pink



Blue



Yellow

Felicity or Chanson by Fieldcrest

Sale 5.79

18-1. 72x104" twin flat, Regularly 6.49

50% polyester, 50% combed-cotton percale sheets need no ironing when tumble-dried. Felicity floral in blue, gold or pink. Chanson traditional floral in blue or yellow on color grounds.

Mail and phone orders filled, instructions on page 87. Dept. 092, 6th Floor, Macy's Herald Square, and the Macy's near you.

	Regularly	Sale
18-2. 39x76" twin fitted	6.49	5.99
18-3. 81x104" double flat	7.49	6.79
18-4. 54x76" double fitted	7.49	6.99
18-5. 90x115" Queen flat	9.99	9.29
18-6. 60x80" Queen fitted	9.99	9.29
18-7. 108x115" King flat	13.49	12.49
18-8. 78x80" King fitted	13.49	12.49
18-9. Pillowcases 42x36"	2/4.60	2/\$4

more in it for you in Macy's White Sale



Yellow/orange



Red/pink



Blue/green



Brown



Blue

3 Vera original patterns from Burlington House

Sale 6.25

19-1. 72x104" twin flat, Regularly 7.25

No-iron 50% Kodel® polyester, 50% combed cotton percale sheets.

Left to right: Rainbow stripe in yellow-orange, pink-red, brown-black. Waterways in blue-green or orange-yellow. Daisy Chain on gold or brown grounds with black. A touch of black on flat sheets and pillowcases. Rainbow stripe and Waterways available at all stores. Daisy Chain available at Macy's Herald Square, Roosevelt Field, White Plains, Queens and Kings Plaza only.

	Regularly	Sale
19-2. 39x76" twin fitted	7.50	6.50
19-3. 81x104" double flat	8.25	7.25
19-4. 54x76" double fitted	8.50	7.50
19-5. 90x115" Queen flat	11.50	10.50
19-6. 60x80" Queen fitted	\$12	\$11
19-7. 108x115" King flat	14.50	\$13
19-8. 78x80" King fitted	\$15	13.50
19-9. 42x36" pillowcases	2/\$5	2/4.50

Mail and phone orders filled, instructions on page 87. Dept. 092, 6th Floor, Macy's Herald Square, and the Macy's near you.

There's more in it for you in Macy's White

Monaco by Callaway Mills

Sale 2.75

Regularly 3.50

20-1. Bath size. Graceful circle pattern in lush cotton velour backed to terry. White, gold, moss, Siamese pink, or blue.

	Reg.	Sale
20-1A. Hand towel _____	\$2	1.80
20-1B. Face cloth _____	80¢	70¢

Swirl embroidery by Wamsutta

Sale 2.75

Regularly 3.50

20-2. Bath size. Classic pink, blue, gold or green embroidery on the hems of plush white cotton velour.

	Reg.	Sale
20-2A. Hand towel _____	\$2	1.80
20-2B. Face towel _____	80¢	70¢

Wamsutta kiddy towels

Sale \$2

Regularly 2.50

20-3. Bath size. Choose Bozo the clown, Mickey Mouse or Raggedy Ann on soft white cotton velour.

	Reg.	Sale
20-3A. Hand towel _____	1.60	1.40
20-3B. Face cloth _____	70¢	60¢

"Adagio" shag rug

Sale \$4

Regularly \$6

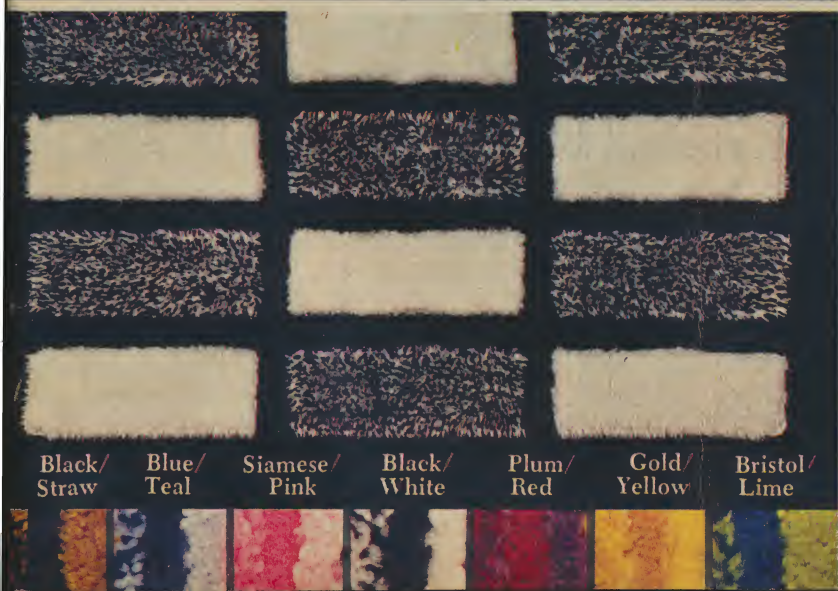
20-4. 21x34" machine washable and dryable rug of acrylic-polyester pile with skid-resistant waffle backing. Royal blue, mango green, Siamese pink, yellow, white, moss green, topaz.

	Reg.	Sale
20-4A. 24x40" size _____	\$8	\$6
20-4B. 27x45" size _____	\$12	\$8
20-4C. Lid cover _____	3.50	\$3

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 091, 6th Floor, Herald Square, and the Macy's near you.



Sale ... more rugs and more towels in more harmonizing colors and designs at the Store with More



Cameo Rose by Cannon

Sale 2.25

Regularly 2.75

21-1. Bath size. Luxurious cotton velour in blending tones of pink, moss green, golden yellow, or blue roses.

	Reg.	Sale
21-1A. Hand towel	1.70	1.50
21-1B. Face cloth	75¢	65¢

"Arlington" rug in 15 colors

Sale \$6

Regularly \$8

21-2. 21x36" machine washable rug by Dow Badische of Zefran® II elite acrylic-nylon pile. Black, white, gray, brown, Bristol blue, avocado, lime, canary, antique gold, Siamese pink, red, bittersweet, honeydew, apricot, azalea pink.

	Reg.	Sale
21-2A. 30" round	\$9	\$7
21-2B. 27"x48" size	\$12	\$10
21-2C. Lid cover	3.50	\$3

Charlton tile design rugs

Sale \$6

Regularly \$8

21-3. 21x34" or 27" round by Hampton Mills, of Zefran® II acrylic-polyester-nylon pile with skid-resistant backing. Gold/yellow, black/white, straw/black, royal blue/teal, Siamese/pink, lime/Bristol blue, plum/red.

	Reg.	Sale
21-3A. 27x45" size	\$12	\$10
21-3B. Lid cover	3.50	\$3

Mail and phone orders filled for 5.01 or more on above see instructions on page 87. Dept. 091, 6th Floor, Herald Square, and the Macy's near you.



Marvelous miscellany for your kitchen ... by famous makers

"Shower Flower" kitchen ensemble by Vera

Lush cotton velour in orange/yellow or blue/green.

22-1. Dish towel, reg. 1.25 — Sale \$1

22-1A. Apron, reg. 2.50 — Sale 2.25

22-1B. Toaster cover, reg. 1.75 — Sale 1.60

22-1C. Oven mitt, reg. 1.25, Sale \$1

22-1D. Pot holder set, reg. 1.25 — Sale \$1

To order, see opposite page.

22 Dept. 091.

Mini-check dish towel by Hedaya

Regularly 99¢, Sale 89¢

22-2. Cotton dish towels for drying fine crystal. Gold, orange, aqua, mint, avocado, royal blue, red, black.

Cheerful rug slices by Lysander

Regularly 5.99, Sale 4.99

22-3. Fun patterns in nylon-and-cotton pile rugs come in half-moon shapes. Choose slices of orange, lemon, apple; or tulips or rooster.

"Spice Pantry" kitchen coordinates by Barth & Dreyfuss

Soft cotton velour to brighten your kitchen in blue, gold, green.

22-4. Dish towel, reg. 1.25, Sale \$1

22-4A. Apron, reg. 2.50 — Sale \$2

22-4B. Toaster cover, reg. \$2 — Sale 1.75

22-4C. Oven mitt, reg. 1.25, Sale \$1

22-4D. Pot holder, reg. 60¢ — Sale 50¢



Carpet your bath wall to wall . . . accent with famous maker towels

Radiance bath towels by Springmaid Regularly 3.50, Sale 2.75

23-1. Cotton velour in bold solid colors. Lime, black, forsythia, red, white, chestnut, gold, moss green, dark blue, plum, pink, orange, paprika.

23-1A. Hand towel,
reg. \$2 _____ Sale 1.80

23-1B. Face cloth, reg. 80¢, Sale 70¢

Caresse 5x6' bathroom carpet, matching lid cover Regularly \$20, Sale 16.99

23-2. Plush Verel modacrylic pile adds wall-to-wall bathroom luxury, resists crushing, matting. Choose gold, blue, Siamese pink, verdian green, white, black, or bittersweet.

Mail and phone orders filled on 5.01 or more on above, see instructions on page 87. Dept. 091, 6th Floor, Herald Square, the Macy's near you.

Felicity bath towels by Fieldcrest Regularly 3.50, Sale 2.75

23-3. Soft cotton velour backs to terry. Choice of blue, gold, pink or green.

23-3A. Hand towel,
reg. 2.20 _____ Sale \$2

23-3B. Face cloth,
reg. 85¢ _____ Sale 75¢

Green

Siamese pink

Black

Bittersweet

Gold

Blue 23

There's more in it for you in Macy's



Martex Luxor, the warm blanket with the look and feel of velvet, made shrink-shed-and-pill-resistant with polyurethane foam between layers of plush nylon pile.

"Atlantis" captures the seafaring spirit. Crashing waves and billowing sails in blue or green print that reverses to frosty brown.

24-1. Twin, 66x90".
Regularly \$17 _____ **Sale \$15**
 24-1A. Full, 80x90".
Regularly \$19 _____ **Sale \$17**
 24-1B. King, 108x90".
Regularly \$27 _____ **Sale \$24**

"Animal Toile," finely etched jungle motif. Brown print on ecru that reverses to solid brown.

24-2. Twin, 66x90".
Regularly \$17 _____ **Sale \$15**
 24-2A. Full, 80x90".
Regularly \$19 _____ **Sale \$17**
 24-2B. King, 108x90".
Regularly \$27 _____ **Sale \$24**

Solid colors take on a frosted look. In solid pink, blue, avocado, gold or tangerine.

24-3. Twin, 66x90".
Regularly \$14 _____ **Sale \$12**
 24-3A. Full, 80x90".
Regularly \$16 _____ **Sale \$14**
 24-3B. King, 108x90".
Regularly \$24 _____ **Sale \$21**

Mail and phone orders filled, instructions on page 87. Dept. 059, 6th Floor, Herald Square, and Macy's near you.

Green

Pink

Gold

Blue

Green

White Sale

Washable blankets and comforters in more dreamy designs... a rainbow of solid colors, too.

Add a bright, new look to your bedroom with these heavenly comforters in rich colors and lively prints... covered with washable cotton and filled with non-allergenic Dacron® polyester.

Two-tone reversible comforter. Smart shell-stitched design in dark blue/light blue, red/dark blue, dark gold/light gold, dark pink/light pink, or dark green/light green.

25-1. Twin, 72x90".

Regularly \$21 _____ Sale \$18

25-1A. Full, 80x90".

Regularly \$28 _____ Sale \$25

25-1B. King, 105x90".

Regularly \$42 _____ Sale \$38

"Barbara," flower-splashed design. Polished cotton with flowers in blue, gold or pink.

25-2. Twin, 72x90".

Regularly 15.99 _____ Sale 12.99

25-2A. Full, 80x90".

Regularly 19.99 _____ Sale 16.99

25-2B. King, 105x90".

Regularly 26.99 _____ Sale 22.99

"Nairobi," abstract jungle cat print. Exciting multi-color animal print on cotton.

25-3. Twin, 72x90".

Regularly 15.99 _____ Sale 13.99

25-3A. Full, 80x90".

Regularly 19.99 _____ Sale 16.99

25-3B. King, 105x90".

Regularly 29.99 _____ Sale 24.99

Mail and phone orders filled, instructions on page 87. Dept. 059, 6th Floor, Herald Square, and Macy's near you.



Pink

Gold

Green/Green

Pink/Pink

Gold/Gold

Red/Blue

25

Macy's has more tablecloths on sale now...from everyday
vinyls in brilliant prints, to dress-up damasks

There's

Yellow
Blue
White
Green



Sale \$3

52x52", Regularly 3.99

26-1A

Bombay. Textured vinyl surface adds dimension to an inspired floral design; cotton flannel back. Yellow, blue, white, green or orange.

26-1B. 52x70". Reg. 5.99 Sale \$5

26-1C. 52x70" oval. Reg. 5.99 Sale \$5

26-1D. 52x90". Reg. 7.99 Sale \$7

26-1E. 60" round. Reg. 6.99 Sale \$6

Brown
Orange



Sale \$3

52x52", Regularly 3.99

26-2A

Tiffany Rose, heavy vinyl, cotton-flannel-back tablecloths in bold floral. Green or orange; brown available only at Herald Square, White Plains, Roosevelt Field, Queens, and Kings Plaza.

26-2B. 52x70". Reg. 5.99 Sale \$5

26-2C. 52x70" oval. Reg. 5.99 Sale \$5

26-2D. 52x90". Reg. 7.99 Sale \$7

26-2E. 60" round. Reg. 6.99 Sale \$6

Gold
White
Ecru



Sale 2.99

52x52", Regularly 3.99

26-3A

Barcelona, solid color vinyl with vinyl lace; cotton flannel back. Gold, white, ecru or green. Ecru not at Jamaica, Flatbush, Bay Shore, Smith Haven.

26-3B. 52x70". Reg. 4.99 Sale 3.99

26-3C. 60x90". Reg. 7.99 Sale 6.99

26-3D. 60x90" ov. Reg. 8.99, Sale 7.99

26-3E. 60x104". Reg. 9.99 Sale 8.99

26-3F. 60" round. Reg. 7.99 Sale 6.99

To order, see opposite page. Dept. 001

more in it for you in Macy's White Sale

Sale 6.99

50x70, Regularly \$8.99

27-1A

Royalty Damask, elegant cotton and rayon cloth that's permanent press, with soil-release finish. Just wash it in the machine, then tumble dry. It comes out wrinkle free. In white, antique gold or avocado green.

27-1B 58x88

Regularly \$12.99 Sale 9.99

27-1C 58x88 oval

Regularly \$13.99 Sale 10.99

27-1D 58x102

Regularly \$14.99 Sale 11.99

27-1E 58x122

Regularly \$16.99 Sale 13.99

27-1F 60" round

Regularly \$11.99 Sale 8.99

27-1G Napkins

Regularly \$1.19 each Sale 99c

Mail and phone orders filled, instructions on page 87, Dept. 001, 6th Floor, Herald Square, and the Macy's near you.



Sale 4.99

52x52, Regularly \$6

27-2A

Espana, Mediterranean inspired jacquard cotton tablecloth. Machine washable, dries with no ironing needed. Dual action Scotchgard® finish assures soil-release qualities. In 7 color fast colors: Purple*, white, lime, red, orange, gold*, yellow.

27-2B 52x70 oblong oval

Regularly \$8 Sale 6.99

27-2C 60x86 oblong oval

Regularly \$10 Sale 8.99

27-2D 60" round, fringed

Regularly \$10 Sale 8.99

27-2E 60x104

Regularly \$13 Sale 10.99

27-2F Napkins

Regularly 90c each Sale 79c

* Cold not available in Macy's Jamaica, Flatbush, Bay Shore, New Haven, New Rochelle or Smith Haven. Purple available in Herald Square only.





Paint Box



Uptown

Beautiful bedspreads in prints by Wamsutta that go from washer to dryer to bed, without the touch of an iron

28-1

"Paint Box," brilliantly-hued abstract floral throw style spread with fringed edges. Machine-wash; tumble dry. Of 50% Fortrel® polyester, 50% cotton... with 2% built-in shrinkage control. Gold, pink or blue.

28-2

"Uptown," throw style fashion bedspread with ball-fringed edges. Overall floral pattern on black with a dash of white and yellow. Woven of 50% cotton, 50% Fortrel® polyester; machine washable; no-iron; with 2% shrinkage control.

Mail and phone orders filled, instructions on page 87. Dept. 194, 7th Floor, Herald Square and the Macy's near you. Allow 1 week for delivery.

28

Sale 9.99

Twin size bedspread

Sale 11.99

Full size bedspread

There's more in it for you in Macy's Sale

more furs, more styles, more for your money at 50% savings



A Shop-full of fashion furs
Sale \$100 to \$1500
reduced from \$200 to \$3000

MORE FURS

- Fabulous natural mink
- Lustrous dyed Persian lamb
- Dyed broadtail processed lamb
- Imported dyed two-tone lamb
- Dyed American mouton lamb
- More town and country furs

AND YOU SAVE

50% off

regular price

MORE FASHION LOOKS

- Great full length coats
- New length jackets
- Sweeping capes
- New-look stoles
- Choicest selection of styles and colors

AND YOU SAVE

50% off

regular price

MORE MACY VALUES

- Showroom samples
- Designer models
- One and few-of-a-kind furs

AND YOU SAVE

50% off

regular price

Sorry, no mail or phone orders. Dept. 035, 2nd Floor, Herald Square, and the Macy's near you. All imported furs labeled to show country of origin. Charge your selection on your Macy account. Don't have one? Open one now...it's the easy way to shop.

There's more in it for you in Macy's
including famous Bali, Bestform,
Hollywood Vassarette, Image of Youth,
Sarong, Smoothie, Warner,

Mail and phone orders filled for 5.01 or more, see instructions on page 87.



30-1. Hollywood Vassarette underwire demi-bra. White, nude; 32-36 A, B, C. #1205. Regularly \$5.50 Sale 4.29



30-2. Peter Pan "Soft 'N Low" natural-body bra. White, honeytone; 32-36 A, B, C. #133. Reg. 4.50 Sale 3.49



30-3. Warner's "Young Thing" lace bra. White; 32-38 B, C. #1089. Regularly \$5 Sale 3.99



30-4. Maidenform bra. 34-42 B, C. White. #7136. Reg. \$5 Sale 4.19
30-4A. In 34-44D. Reg. \$6 Sale 4.99



30-5. Image of Youth long-line bra with 2" band. White; 36-42 B, C, D. #275. Regularly 10.50 Sale 8.49



30-6. Ball underwire. White cotton. 34-38-B, C. #620. Regularly \$5 Sale \$4
30-6A. In 34-40 D. Reg. 5.50 Sale 4.50



30-7. Olga's "Young Secret" lightly padded bra. White; 32-36 A, B. #365. Regularly \$6 Sale 4.99



30-8. Gossard's "Flair" light contour bra. White; 32-36 A; 32-38 B, C. #3380. Reg. 5.50 Sale 3.99



30-9. Youthcraft "Minimizer" bra. White, beige; 34-38 B, C. #676. Reg. 6.50, Sale 5.49. D. 32-38, 50cmore.



30-10. Carnival's "Secret Form" softly padded bra. White. 32-36 A; 32-38 B, C. #672. Reg. 2.50, Sale 1.99, 2/3.85



30-11. Warner's Right Now® bra for a natural look. White, beige. 32-36 A, B, C. #1014. Regularly \$4 Sale 2.99



30-12. Warner's Body Creme® contour plunge bra. White. 32-36 A, B. 32-38 C. #1023. Regularly \$4 Sale 2.99

Semi-Annual Sale of bras and girdles Carnival, Formfit Rogers, Gossard, Maidenform, Olga, Peter Pan, Youthcraft, and many more

Dept. 026, 2nd Floor, Herald Square, and the Macy's near you.



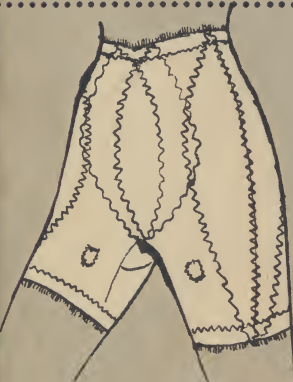
31-1. Youthcraft "Hose-Holder Controller" average-leg panty-girdle. No garters, cuffs hold hose. All-around support panels. Packaged with pair of stretch hose. White, beige. S-M-L. #426. Regularly \$9 Sale 6.99

31-2. Warner's Garters Gone™ average-leg panty-girdle keeps hose in place. Lightweight, firm control with nylon-Lycra® spandex panels. White, beige, black. S-M-L. #469. Regularly \$8 Sale 5.99 Size XL, \$1 more.



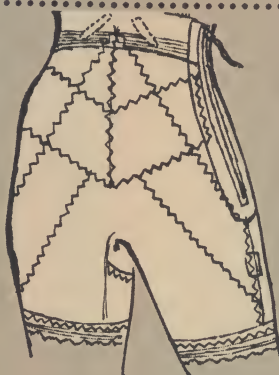
31-3. Sarong's "Body Velvet" average-leg panty-girdle. White. S-M-L-XL. #727. Reg. \$14 Sale \$12
31-3A. Hi-waist panty: M-L. #721. Regularly \$16 Sale \$14 Size XL, XXL, \$1 more.

31-4. Macy's-Own Marchioness average-leg panty girdle. White. S-M-L-XL-XXL. #30. Regularly \$9 Sale 6.99
31-4A. Pull-on girdle: white; S-M-L-XL-XXL. #31. Regularly \$8 Sale 6.99



31-5. Warner's "Concentrate" average-leg panty girdle. White. S-M-L. #639. Reg. \$12 Sale 9.99 Size XL, \$1 more.
31-5A. Long-leg: #640. Reg. 13.50 Sale 10.99 Size XL, 12.49.

31-6. Aromi Pantskin®. Below-the-knee pants liner of nylon-spandex, for a long smooth line. Specially designed to be worn under slacks, ski pants, pant suits. S/M-L-XL/XXL. Regularly \$7 Sale 5.50



31-7. Gossard's Answer® hi-waist zipper panty girdle gives the fuller figure firm control. White. M-L. #486. Regularly 16.50 Sale 13.99
31-7A. XL-XXL, XXXL. Regularly 18.50 Sale 15.99

31-8. Bestform Flirtation Walk® zipper girdle with 3" waistband. White. 14" length, sizes 27-34. #5435. Regularly \$8 Sale 5.99
31-8A. 16" long, 27-36, 38. #5635. Reg. \$9 Sale 6.99



There's more in it for you in Macy's Giant January Sale of Playtex...save 1.01 on every bra...save 2.01 on every 5-lb. Thinner or Double-Diamond Girdle

All bras also available in 34 to 42D, \$1 more; except Free Spirit #80 which is available with light contour or full padding at \$1 more. All extra large girdle and panty girdles are \$1 additional. To order, see opposite page. Dept. 236.



32-1. Living bra; stretch straps, sides, back. White. 32-36A; 32-40B, C. #159. Regularly 4.95, Sale 3.94



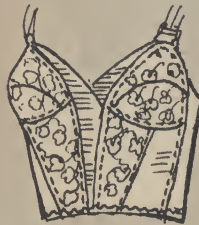
32-2. Free Spirit nylon tricot bra; soft cup; lingerie straps. White. 32-36A; 32-40B, C. #80. Reg. \$5 Sale 3.99



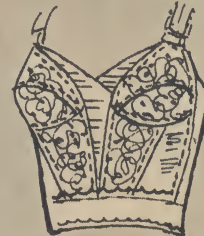
32-3. Underwire bra; stretch straps, sides. White. 32-40B, 32-42C. #186. Regularly \$7 Sale 5.99



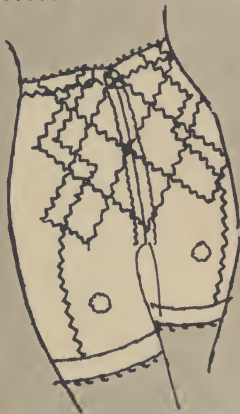
32-4. Living stretch bra; rigid straps. White. 32-36A, 32-40B, 32-42C. #179. Regularly 4.50 Sale 3.49



32-5. Living long-line; rigid straps; stretch sides, back. White. 34-40B, 34-44C. #261. Reg. 7.95, Sale 6.94



32-6. Living long-line stretch; banded. White. 34-40B, 34-42C. #270. Regularly 8.95 Sale 7.94



32-7. Double Diamond long-leg panty girdle. White. S-M-L. #2834. Regularly 13.95 Sale 11.94
32-7A. Shortie, S-M-L. #2820. Regularly 12.50 Sale 10.49
32-7B. Girdle, S-M-L. #2830. Regularly 10.95 Sale 8.94



32-8. Three-quarter or long-line stretch bra. White. 34-40B, 34-42C. #239. Regularly 7.95 Sale 6.94



32-10. Cross Your Heart long-line or three-quarter bra. White cotton. 34-40B, 34-42C, #235. Reg. \$7 Sale 5.99



32-9. 5-lb. Thinner zipper girdle, fabric-lined latex. S-M-L. #2743. Regularly 13.95 Sale 11.94
32-9A. Long-leg zipper panty, S-M-L. #2739. Regularly 14.95 Sale 12.94
32-9B. Average leg pull-on, S-M-L. #2735. Regularly 12.95, Sale 10.94

More bras and bra-bikini sets in Macy's great January Sale—these from famous Figure Flattery at 15% off regular prices

Mail and phone orders filled on orders of 5.01 or more on the following, see instructions on page 87.
Depts. 208, 007, 236, Second Floor, Herald Square, and the Macy's near you.

**Contoured
or unpadded
criss-cross bras**

Sale 1.94

Regularly 2.29

33-1. Gently contoured nylon lace with Lycra® spandex. White, black, nude, maize. 32-36A, 32-38B.

33-1A. (not shown) unpadded nylon lace with Lycra® spandex. White. 32-36A, 32-38B, 34-40C.

33-2. Contour bra in nylon crepe with Lycra® spandex. White, blue, maize, nude. 32-36A, 32-38B.

33-2A. (not shown) unpadded nylon crepe Lycra® spandex. White or nude. 32-36A, 32-38B, 34-40C.

**Nylon
bra-and-bikini
sets; young,
slim, unfettered—
right for
the new look**

Sale 2.19

Regularly 2.59

33-3. Pure nylon, luscious on... perfect for the clingy styles. Wonderful gifts, too. Why not have a wardrobe of colors at these savings. Navy, tangerine, purple, white, black, brown, sky blue. One size fits all.

**New
natural look
all stretch bra
with adjustable
closing**

Sale 1.69

Regularly 1.99

33-4. Soft, unconstructed, that's the new look of fashion. To wear underneath, this Figure Flattery all stretch bra. Wonderfully comfortable, machine washable. White or nude. One size fits all.

**Go spicy with
prints—in
bra-and-bikini
sets, terrific under
cling-things**

Sale 2.19

Regularly 2.59

33-5. Why be dullsville? Put a pretty print set under those long lean fashions. One size fits all. Have a collection. Choose yellow/black, blue/pink, beige/brown, green/blue, green/pink; or solid white.



34-1



34-2



34-3

**Make yourself comfortable all year in
carefree Skimma's®... 33% to 36% off regular prices**

Sale 6.99 and 7.99

S-M-L-XL, Regularly \$11 to \$12

Span the seasons in style in these polyester-and-cotton Skimma's® with easy zip fronts and handy jumbo pockets. Machine wash and dry. S (10-12), M (14-16), L (18-20), XL (40-42).

34-1
Short sleeved, in small stripes with club collar. Green, navy, brown, pink, blue, gold. #835 _____ **7.99**

34-2
Scoop neck, sleeveless. Sail blue or red. #711 _____ **6.99**

34-3
Sleeveless plaid, tunnel belt. Green, navy, red. #759 _____ **6.99**

Mail and phone orders filled, see instructions on page 87. Dept. 053, 4th Floor, Herald Square, and the Macy's near you.

Fanfare irregulars...sheer seamless pantihose...the more you buy, the more you save.

35-1

Proportioned for petite, medium, medium tall or tall. Mellow beige, medium beige, taupe, off white, off black, gray. If perfect, 2.50 pair.

Mail and phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Dept. 006, Street Floor, Herald Square, and the Macy's near you.

Sale 3 pair 2.99

4.51 less than if perfect prices when you buy 3 pair

Sale 6 pair 5.01

9.99 less than if perfect prices when you buy 6 pair

Sale 12 pair 9.49

20.51 less than if perfect prices when you buy 12 pair

Sheer Fanfare Agilon®
nylon hosiery irregulars

Sale 12 pair 5.39

14.41 less than if perfect prices

Sale 49^c pair

1.65 if first quality

35-2. Not shown.

A (8½-9), B (9½-10), C (10½-11).

Tan, beige, taupe.



Clearance and Sale of
lined & unlined leather gloves...
50% to 58% off regular prices

Sale 2.99 to 4.99

Regularly \$6 to \$12

Find a wardrobe of gloves for every need: fur-lined, wool-lined, Orlon acrylic-lined, acrylic-lined, silk-lined and unlined dress leathers. Black, brown, and other solid colors. Sizes 6½-8. Not all styles in all colors and sizes.

Knitted mittens and gloves, some with leather palms. Solids and patterns. Assorted lengths. Not all styles in all colors.

Regularly 1.25 to \$4 _____ Sale 99¢ to 1.99

Sale of famous makers
leather & vinyl handbags...
27% to 52% off regular prices

Sale 9.99 Sale 15.99 Sale 18.99

Reg. \$14 to \$20

Reg. \$22 to \$30

Reg. \$32 to \$40

Take your pick of casual, dress, and wrinkle leather, suede and vinyl handbags in the most wanted styles; many are leather-lined. Find shoulder bags, pouches, satchels, envelopes and more in this great collection . . . many are below the manufacturer's wholesale price. Not every style in every color, shop early for best selection.

Sorry, no mail or phone orders. Depts. 017, 112, Street Floor, Herald Square, and the Macy's near you.



"Chelsea Girl"...
Macy's-Own stretch wig

Sale
11.90

Earlier this season \$25

37-1. Look great all day and night, too, in this ready-to-wear Dynel® modacrylic Marchioness wig. Just pop it on, brush and go. Wear it straight, tousled or shaggy. Wash in cold water, shake, dry and it's ready to go again. Wig fits all head sizes. Natural shades, frosted, blondes and grays. Sorry, no C.O.D.'s.

Rings and pierced earrings
on sale at Macy's

Sale
2 for \$3

1.60 each
Regularly \$2 to \$5 each

Pierced earrings, huge assortment; 14K gold earwires, many have genuine stones. By Metzger.

37-2. Simulated pearl and amethyst heirloom drop.

37-3. Flexible fish.

37-4. Simulated pearl heirloom drop.

37-5. Abstract silvertone drop.

37-6. Crystal glass cube bobby drop.

37-7. Simulated spinel.

37-8. Bamboo-look wedding band.

37-9. Large hoop.

Rings, outstanding assortment, many genuine stones. Sizes 4-9, adjustable shanks. By Metzger.

37-10. Simulated birthstone; specify month.

37-11. Double crystal glass ball.

37-12. Goldtone or silvertone symbol.

37-13. Cigar band with cultured pearl.

37-14. Simulated turquoise and rhinestone.

37-15. Jet and crystal glass glitter.

37-16. Flexible rhinestone spray.

37-17. Simulated pearl and stone spray.

For 3 or more earrings please state first and second choice.

Mail and phone orders filled, see instructions on page 87. Dept. 018, 2nd Floor; Dept. 009, Street Floor, Herald Square, and the Macy's near you.

37



**Beautiful dolls for your
favorite girls... 1/3 off regular
price... Sale 2.34 to 23.34**

Originally 3.50 to \$35

38-1. Whether she's 2 or 12, she'll love a doll from Macy's. Find costume dolls, drink and wet dolls, cuddly baby dolls, walking dolls, Vogue dolls, Effanbee dolls, Furga dolls, and more.

Cuddly bear is 4 ft. tall

38-2. A lot to love. 4-ft. tall bear has soft, furry, 2-ft. arms for a giant bear hug.

Reg. 11.99 Sale 9.99

Nylon pile plush footprint

38-3. 42" long, great as a bath or bedroom rug. Machine-washable, dryable. Gold, black, red, blue, white, avocado, hot pink.

Reg. 4.99 Sale 3.99

**Schulo scale-model miniature
cars... 1/3 off regular prices**

38-4. Racing Chaparral, #1045.
Reg. 4.50 Sale \$3

38-5. BMW Formel 2, #1072.
Reg. \$9 Sale \$6

38-6. Micro Racing Ferrari, #1040.
Reg. 4.50 Sale \$3

38-7. Tekno Monza GT, #930.
Reg. \$3 Sale \$2

38-8. Micro Racer, #1044.
Reg. 4.50 Sale \$3

Not shown:

38-9. Lotus Climax 33, #1071.
Reg. \$9 Sale \$6

38-10. Ferrari Formula 2, #1073.
Reg. \$9 Sale \$6

38-11. BMW Construction Set,
#2099. **Reg. \$11 Sale 7.33**

38-12. Jaguar XKE Convertible,
#926. **Reg. \$3 Sale \$2**

38-13. Monza Spyder, #931.
Reg. \$3 Sale \$2

38-14. Alfa Romeo 33, #64.
Reg. \$3 Sale \$2
Plus over 100 other great cars.

Mail and phone orders filled for 5.01 or more of above mdse., see instructions on page 87. Dept. 012, 5th Floor, Herald Square, and the Macy's near you.



38-1



38-1



38-1



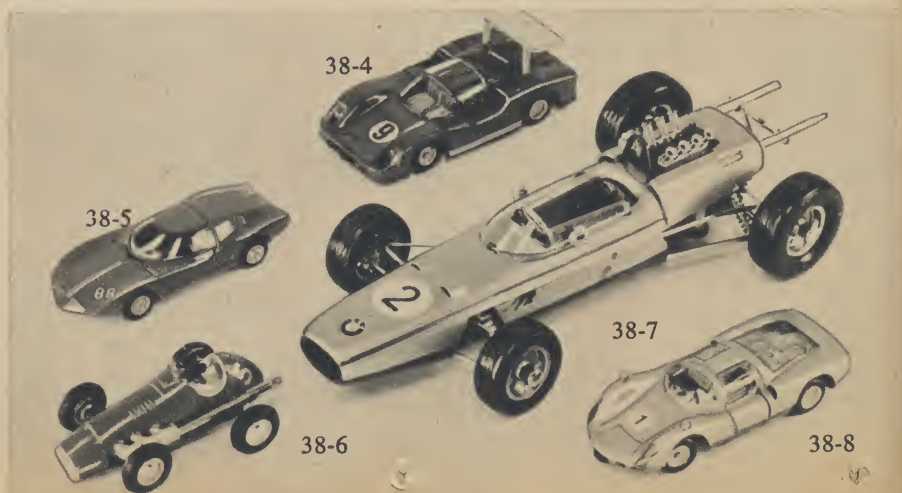
38-1



38-2



38-3



38-4

38-5

38-7

38-6

38-8



39-1



39-2



39-3



39-4



39-5



39-6



39-7



39-8

39-1. **Easy-fold playpen.** By Thayer. Nylon mesh on steel frame. Foam-filled pad. **Regularly \$25** **Sale 17.99**

39-2. **All-weather stroller:** nylon-bearing swivel wheels, chrome-plated, 3-position back, shopping basket, safety brake, full storm shield.

Reg. \$29 **Sale 20.99**

39-3. **Simmons rubberized hairblock (100% hog) mattress** with cotton felt pad (not shown). Wet-resistant vinyl cover, alphabet print.

Regularly \$19 **Sale 13.99**

39-4. **Childcraft double drop-side crib,** white or walnut finish hardwood. 3-level adjustable spring.

Reg. \$52 **Sale 39.99**

Macy's Own Baby Kemptions

39-5. Sleep or play print cotton coveralls. #410. **Reg. 2.49** **Sale 2.12**

39-6. Print cotton gown; #902. **Regularly 1.64** **Sale 1.39**

39-7. Bassinette knit cotton sheet; multi print. #0770. **Reg. 1.25** **Sale 99¢**

39-8. Cotton shirt; 6-12-18-24-36 mo. #1007. **Reg. 2/1.49** **Sale 2/1.29**

39-9. Cotton gown; white, multi-trim. #1002. **Regularly 1.49** **Sale 1.29**

39-10. Cotton print kimono. #974. **Regularly 1.64** **Sale 1.39**

39-11. Cotton kimono; white / multi-trim. #1001. **Regularly 1.49** **Sale 1.29**

39-12. Cotton sacque; maize. #887. **Regularly 1.17** **Sale 99¢**

39-13. Cotton sacque; multi print. #837. **Regularly 1.27** **Sale 99¢**

39-14. Cotton sacque set; print top, solid bottom. #848. **Reg. 2.59** **Sale 2.09**

39-15. Cotton snap shirt. 6-12-18 mo. #1004. **Reg. 2 for 1.79, Sale 2 for 1.49**

39-16. Woven cotton crib sheet; nursery print. #201. **Reg. 1.49** **Sale 99¢**

39-16A. Woven cotton crib sheet in solid white. **Reg. 1.29** **Sale 99¢**

39-17. Cotton receiving blanket; stripe. #740. **Reg. 2/\$2** **Sale 2/1.69**

39-18. Porta crib cotton sheet; white. #720. **Reg. 1.49** **Sale 99¢**

39-20. Hooded cotton towel; white, multi-trim. #205. **Reg. 2.34** **Sale 1.99**

39-21. Hooded cotton towel; maize. #207. **Regularly 2.34** **Sale 1.99**

39-22. Cotton washcloths; maize or white/multi-trim. #221. **Reg. 2 for 59¢** **Sale 2 for 39¢**

39-23. Set: towel, 2 cloths. Maize or white/multi. #251. **Reg. 2.50. Sale 1.99**

39-24. Stretch terry coveralls; white, pink, maize, blue. Cotton-stretch nylon. #1414 birth-22 lbs., #1415 23-30 lbs.

Reg. 3.98 **Sale 3.39**

To order, see opposite page.
Depts. 137, 065.

Buy 2...save \$2



**Macy's-Own Kempton
underwear... Buy 2 pkgs.,
save \$2 off regular price**

40-1A. Combed cotton tee shirts, S-M-L-XL, Style #10804,
reg. pkg. of 3, \$4 _____ **Sale 2 pkgs. \$6**

40-1B. Combed cotton athletic shirts. S-M-L-XL. #30817.
Reg. pkg. of 3, 3.50 _____ **Sale 2 pkgs. \$5**

40-1C. Cotton briefs, S-M-L-XL. Style #50811.
Regularly pkg. of 3, \$4 _____ **Sale 2 pkgs. \$6**

40-1D. Cotton print boxer shorts. Sizes 30-44. #64E.
Regularly pkg. of 3, \$4 _____ **Sale 2 pkgs. \$6**

40-1E. Dacron® polyester and cotton Perma Press® striped boxer shorts, 30-44. #65S. Reg. pkg. of 3, \$5 _____ **Sale 2 pkgs. \$8**

40-1F. Dacron® polyester and cotton Perma Press® tapered shorts. Sizes 28-40. Solids only, #92C.
Regularly 1.50 each _____ **3 for 3.50**



**Macy's-Own Supre-Macy
support hose for men...
Buy 2 pair, save \$2
off regular price**

Sale 2 pair 3.99

Regularly \$3 pair

40-1B
Handsome looking, non-binding hose... offers the support you need in today's demanding, work-a-day world. Designed with your comfort in mind, our 90% stretch nylon and 10% spandex hose crosses horizontal and vertical ribs to create an even greater texture-tension, thus pampering your foot circulation. Black, navy, brown, charcoal; these sizes: small (9½-10); medium regular (10½-11½); tall (10½-11) for men 5'10" and taller; large (12-14). Scoop up several pairs without delay.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 105, 106, Street Floor, Herald Square, and the Macy's near you.



Is there more in it
for you at Macy's
swinging Men's Shop?
You bet there is . . .
have a look.



Macy's-Own Supre-Macy long-sleeve fashion shirts...
buy 3, save 5.25 off regular prices

Sale 3 for 15.75, \$6 each
Regularly \$7 each

41-1A. It's a shirt spectacular when deluxe models like these are offered at savings. Woven of 80% polyester, 20% cotton . . . no-iron, easy-care marvels are fashioned to please even the more demanding tastes.

Double button, barrel cuffs, color matched buttons; topped off with neat-fitting, long point collar. Colors: blue, brass, rose, brown, gray or amber. Sizes: 14½ (32-33); 15-16½ (32-35); 17 (33-35.)

Mail and phone orders filled, instructions on page 87.
Dept. 008, Street Floor, Herald Square, and the Macy's near you.

Nadco belt massager
Sale 89.99*

Regularly 129.99

42-1. Features three massage actions for all-over benefits. Cast-aluminum motor housing with 1/4 horsepower motor... driving a four-inch web belt. Portable.

Nadco exercise bike
Sale 74.99*

Regularly \$100

42-2. Ride pounds away on this fun exercise bike with synchronized handlebars, pedals and seat. Great for the whole family.

Roberts adjustable exercise bench

Sale 29.99*

Regularly 34.99

42-3. Frame and legs of welded angle iron with black enameled steel finish. Polyfoam-padded, 7-position adjustable back is covered with red vinyl.

Roberts 110-lb. barbell set

Sale 19.99*

Regularly 21.99

42-4. 5' steel bars; 72 1/2 lbs. of weights in steel or vinyl. Set includes 2 dumbbell bars and exercise book.

Whitely dumbbells for him and her

42-5. 3 lbs. **Reg. 6.99, Sale 5.99**

42-5A. 5 lbs. **Reg. 7.99, Sale 6.99**

42-5B. 10 lbs. **Reg. 9.99, Sale 8.99**

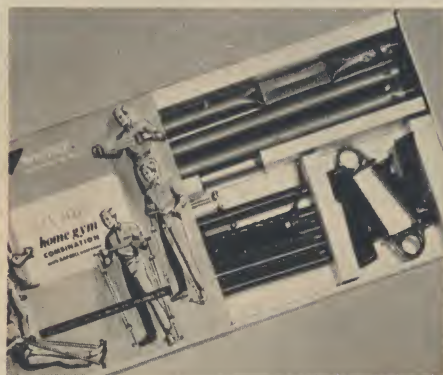
Mail and phone orders filled, see instructions on page 87. Dept. 038, 5th Floor, Herald Square, and the Macy's near you.

Exerciser Sale...



10% to 30% off

REGULAR PRICES



AAU approved slant board and exercise mat

Sale 17.99*

Regularly 22.99

43-1. 16x72" floral vinyl-padded board on 1" tubular steel frame. Stores in closet.

Sale 5.99†

Regularly 6.99

43-2. 24x72" exercise mat covered in heavy floral vinyl is easy to clean, easy to store.

Whitely steel gym bar

Sale 4.99

Regularly 6.99

43-3. Adjusts in width; can be used in a doorway, strong enough for chin-ning. Rubber Locktite ends, Saftee brackets.

Whitely 6-way gym exerciser

Sale 9.99

Regularly 12.99

43-4. Professional set includes chest pull, hand grips, handles, metal bars, and more for six kinds of exercises.

Roberts rowing exerciser

Sale 17.99*

Regularly 22.99

43-5. Precision machine with steel construction, adjustable tension. Helps strengthen and tone muscles. With exercise booklet.

Hamilton exercise bike

Sale 49.99*

Regularly 59.99

43-6. Sturdy tubular metal with bi-cycle handlebars helps tone and shape your body. Tension control and speedometer so you can pace yourself. Avocado.

Mail and phone orders filled, see instructions on page 87. Dept. 038, 5th Floor, Herald Square, and the Macy's near you.

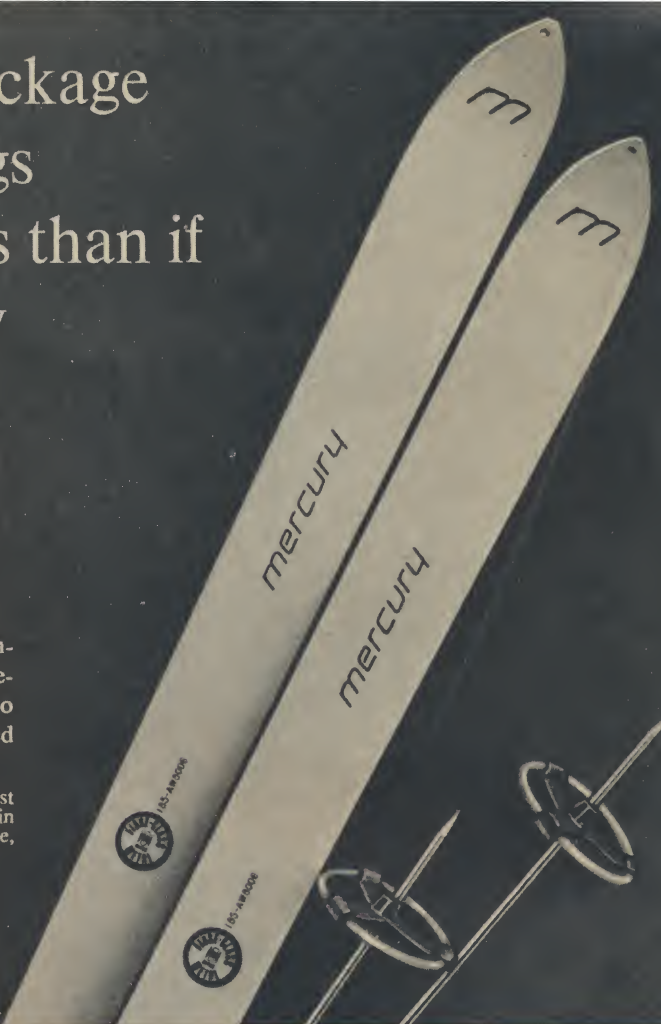
Hart Mercury ski package
includes skis, bindings
and poles...26.51 less than if
purchased separately

Sale 99.99*

If purchased separately, 126.50:
skis 94.50, bindings \$22, poles \$10

44-1. Hart Mercury metal combination skis for the intermediate skier. Non-cling polyethylene bottoms, one-piece L edges guaranteed* not to pull out. Cubco step-in bindings and imported triple-chrome-plated steel ski poles.

*Hart skis are guaranteed for life to original purchaser against delamination, loss of edges, and 2 years against breakage in normal use. Hart will replace or repair the ski, free of charge, upon return to the factory. Transport charges not included.



Save 20% to 25% off regular prices
for regular length and over-the-boot
ski pants imported from Austria

Sale 14.99 to 25.99

Regularly \$20 to \$33

All in wool-Helanca® nylon-and-spandex. Assorted colors. Not every color in every size.

44-2. Men's in short, regular and long, 30 to 40.

Regularly \$25 _____ Sale 19.99

Women's sizes short, regular, long in 8 to 16.

Regularly \$20 _____ Sale 14.99

44-3. Over-the-boot style in men's sizes short, regular, long and 30 to 40. Reg. \$33 _____ Sale 25.99

Women's sizes short, regular, long in 8 to 16.

Regularly \$30 _____ Sale 22.99

Sorry, no mail or phone orders. Depts. 230, 238, 5th Floor, Herald Square, the Macy's near you (except Jamaica and Flatbush).

Save 28% and 30% off regular prices
for men's and women's wool ski sweaters
imported from Italy and Austria

Sale 17.99

Regularly \$25 and \$26

44-4. You'll find a great selection of styles and colors ... all in 100% wool. Men's sizes small, medium, large, extra large. Women's sizes small, medium, large.

Save 33% off regular prices for
men's and women's ski parkas imported
from Italy, France and Finland

Sale 19.99 to 39.99

Regularly \$30 to \$60

44-5. You'll find nylon and quilted nylon styles ... some with hoods, front zippers ... some pullovers, too. Men's sizes: small, medium, large, extra large. Women's sizes: small, medium, large. Not every style in every size and color.

Half-Price Sale of

famous name luggage

for men and women

in soft-side vinyl,

leather, fabric,

molded plastic...

50% less than if perfect

and original prices

Sale 5.49 to 77.49

Originally and if perfect 10.98 to 154.98

- All shapes and sizes from weekenders to two-suiters.
- Showroom samples and one-of-a-kind.
- Reds, blues, browns, charcoal, avocado.
- Not every style in every size and color.

Sorry, no mail or phone orders. Dept. 097, 5th Floor,
Macy's Herald Square, and the Macy's near you.

Semi-Annual Sale

... Starflite® molded luggage

20% off regular prices

Spills are no problem with Starflite...it's washable inside and out. Scuff-and-fade-resistant; polished chrome-plated locks; extra-durable handles.

For women: green, blue, red, gray.

	Regularly	SALE
46-1. Tote bag	12.95	10.36
46-2. Ladies' car bag	37.95	30.36*
46-3. 27" pullman	32.95	26.36*
46-4. 24" pullman	27.95	22.36*
46-5. 21" week-ender	22.95	18.36
46-6. Train case	18.95	15.16
46-7. 18" overnighter	21.95	17.56
46-7A. Hat box (not shown)	19.95	15.96

For men: charcoal or olive.

	Regularly	SALE
46-8. Three-suiter	34.95	27.96*
46-9. Two-suiter	32.95	26.36*
46-10. Slim attache	19.95	15.96
46-10A. Reg. attache (not shown)	20.95	16.76
46-10B. Suit bag (not shown)	32.95	26.36*
46-10C. Carry-on (not shown)	21.95	17.56*

Mail and phone orders filled, see instructions on page 87. Dept. 097, 5th Floor, Herald Square, and the Macy's near you.



Once-a-year Sale...

Samsonite "Horizon" luggage

26% to 29% off regular prices

A trip on your horizon? Save on the light-weight champ of the luggage line. Famous Horizon by Samsonite with vinyl covering so tough it resists scratches and stains; magnesium frame so strong it keeps its shape through thick and thin; and recessed locks to protect your valuables.

For women: blue, gray, white, green.

	Regularly	SALE
47-1. 26" pullman	45.50	32.95*
47-2. 24" pullman	37.50	26.95*
47-3. Overnight case	32.50	22.95
47-4. Train case	28.50	20.95

For men: olive or gray.

	Regularly	SALE
47-5. 21" companion	32.50	22.95
47-6. Two-suiter	45.50	32.95*
47-7. Three-suiter	47.50	34.95*
47-7A. 24" companion (not shown)	37.50	26.95*

Mail and phone orders filled, see instructions on page 87. Dept. 097, 5th Floor, Herald Square, and the Macy's near you.



25% off regular price...
10 brand new Aurora
HO model motor cars



Sale 2.99

10 racing cars, your choice
Regularly \$4 each

"Flamethrower" cars feature real headlights for day or night driving:

48-1. "Flamethrower" Ferrari.

48-2. "Flamethrower" Chaparral 2F.

48-3. "Flamethrower" Cobra GT.

48-4. "Flamethrower" Ford GT.

"Tuff Ones"... faster on the straights and curves:

48-5. "Tuff One" Dino Ferrari.

48-6. "Tuff One" Cougar.

48-7. "Tuff One" AMX.

48-8. "Tuff One" Camaro.

48-9. "Tuff One" Firebird.

48-10. "Tuff One" Volkswagen.

Not shown:

Track and components:

48-10A. Monva bank curve,
Regularly \$4 _____ Sale \$3

48-10B. 9" straight 2-lane track,
Regularly 60c _____ Sale 45c

48-10C. 6" radius curve 2-lane
track, Regularly 60c _____ Sale 45c

48-10D. 9" radius curve 2-lane
track, Regularly 70c _____ Sale 48c

48-10E. 2-lane track joiner and
lock set, Regularly 40c _____ Sale 30c



Sale 8.99[†]

25% off regular price... Samsonite
king size folding chairs, regularly 11.95

48-11. Electrically welded tubular steel chair is tilt-resistant, plastic tipped. Frame in bronzetone baked enamel finish, vinyl back and seat in deep-wood, antique white, antique green.

48-11A. Matching 34x34" table.

Regularly 16.95 _____ Sale 12.99[†]



Sale 2 for \$32*

20% off regular price... hardwood folding
chairs by Leg-o-matic, regularly 19.99 each

48-12. Solidly built chairs with open cane backs fold to a mere 6" wide. Polyfoam padded seats covered in wipe-clean vinyl. Choose walnut-finish frame, black seat; antique frame, sand seat.

48-12A. Table in antique or walnut finish. #91.

Regularly 39.99 _____ Sale 36.99*

Mail and phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Depts. 147, 176, 5th Floor, Herald Square, and Macy's near you.

Macy's Clearance and Sale of famous Tasco binoculars, telescopes and microscopes...

22% to 47% off regular prices

All Tasco binoculars with fully coated optics, all with center focusing and plush-lined carrying case. All telescopes with 62-page astronomy manual, moon and space maps. Microscopes with magna glide stage to position slides magnetically and hold firmly.

BINOCULARS

49-1. 7-14x35 wide angle lever zoom. **Reg. 89.89** Sale **47.88**

49-2. 7x35 extra-wide International. **Reg. 59.89** Sale **27.88**

Not shown:

49-2A. 8-15x50, Tasco's most powerful zoom. **Reg. 99.89** Sale **67.88**

49-2B. 7x50 wide International. **Reg. 59.89** Sale **37.88**

TELESCOPES

49-3. 64-266x60mm, 266X Solarama, altazimuth mount. **Reg. 119.89** Sale **67.88***

Not shown:

49-3A. 55-234x60mm, 234X Starbrite, altazimuth mount. **Reg. 79.89** Sale **47.88***

49-3B. 39-300x60mm, 300X Solarama, equatorial mount with setting circles. **Reg. 159.89** Sale **87.88***

MICROSCOPES

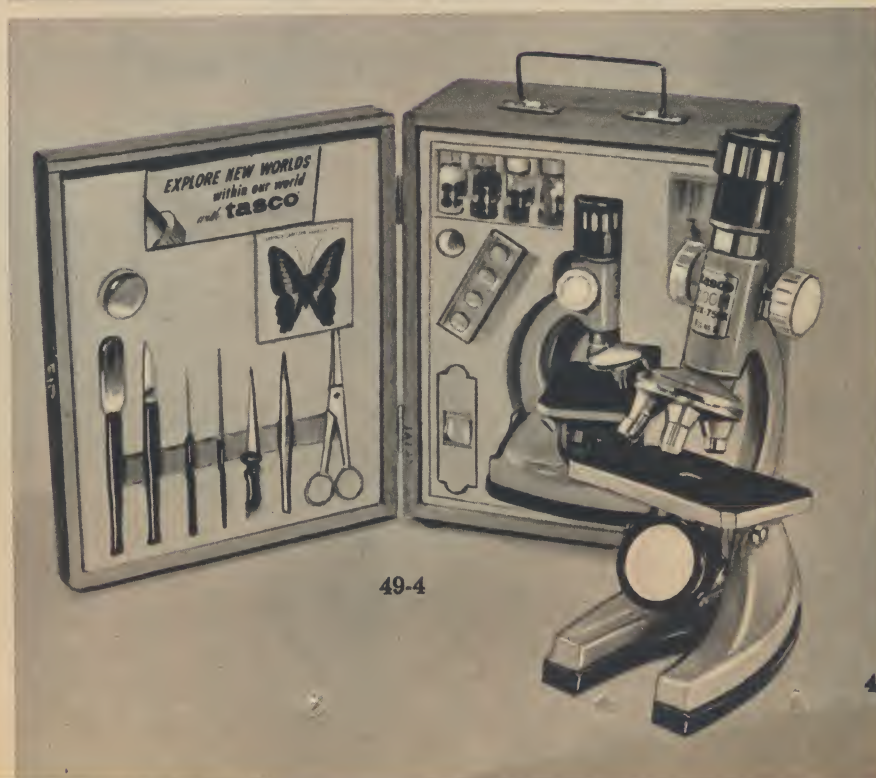
49-4. 50-900X; lumi ring for dark field viewing, spectra-view for color contrast. 30-pc. kit. **Reg. 39.89** Sale **27.88**

Not shown:

49-4A. 50-750X with magna-glide 30-pc. kit. **Reg. 29.89** Sale **17.88**

49-4B. 50-1200X; wide field viewing, lumi ring, spectra-view, coarse and fine focus. 35-pc. kit. **Reg. 49.89** Sale **37.88**

Mail and phone orders filled, see instructions on page 87. Dept. 096, 5th Floor, Herald Square, and the Macy's near you.



Sale...Thermo-prime aluminum replacement windows

Replace your worn-out wooden windows with up-to-date aluminum design. Add good looks and comfort with features like these:

- Built-in vinyl thermal break to help prevent heat loss in cold weather
- Helps eliminate drafts, reduces interior condensation
- Needs no painting, no costly maintenance
- Easy cleaning with tilt-in upper and lower sashes
- Double glazing and full screening
- Mill, patina or white finish



Sale...Dymalar® house siding, \$55 off regular price

Sale \$495

500 sq. ft. of sidewall including installation
Regularly \$550

Aluminum siding to protect your home, insulate it too. Dymalar® acrylic finish needs no painting, comes in wood-grain look, colors, white. Other styles and finishes also available.



Sale...aluminum storm-screen doors and windows

Sale 5 for \$67

Imperial II storm-screen windows
Sizes to 101 united inches
Minimum 5 windows, regularly 5/74.70

Sale 54.94

Colonial 1 1/4" thick combination storm-screen door
Sizes to 37x85" Regularly 64.94

Measuring, delivery and installation extra:
windows, \$4; doors, \$15.



Shop at home...call for a free estimate today

New York: 212 OX 5-8695 or 212 LA 4-6000; Nassau: 516 PI 6-8000; Suffolk 516 586-2626;
Westchester: 914 WH 6-5000; New Jersey: 201 623-3732, Newark collect; New Haven: 203 624-9211

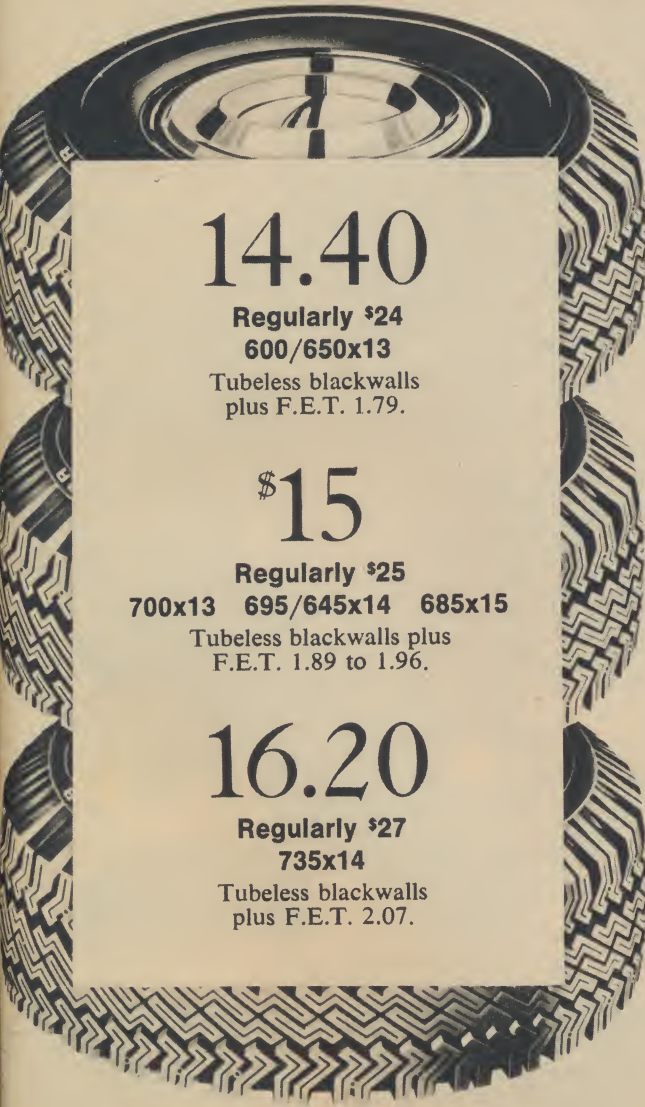
Dept. 285, Lower Level, Herald Square.

WINTER TIRE CLEARANCE

40% OFF

REGULAR PRICES

4-ply nylon cord Vanderbilt V-110 Winter Navigator



14.40

Regularly \$24

600/650x13

Tubeless blackwalls
plus F.E.T. 1.79.

\$15

Regularly \$25

700x13 695/645x14 685x15

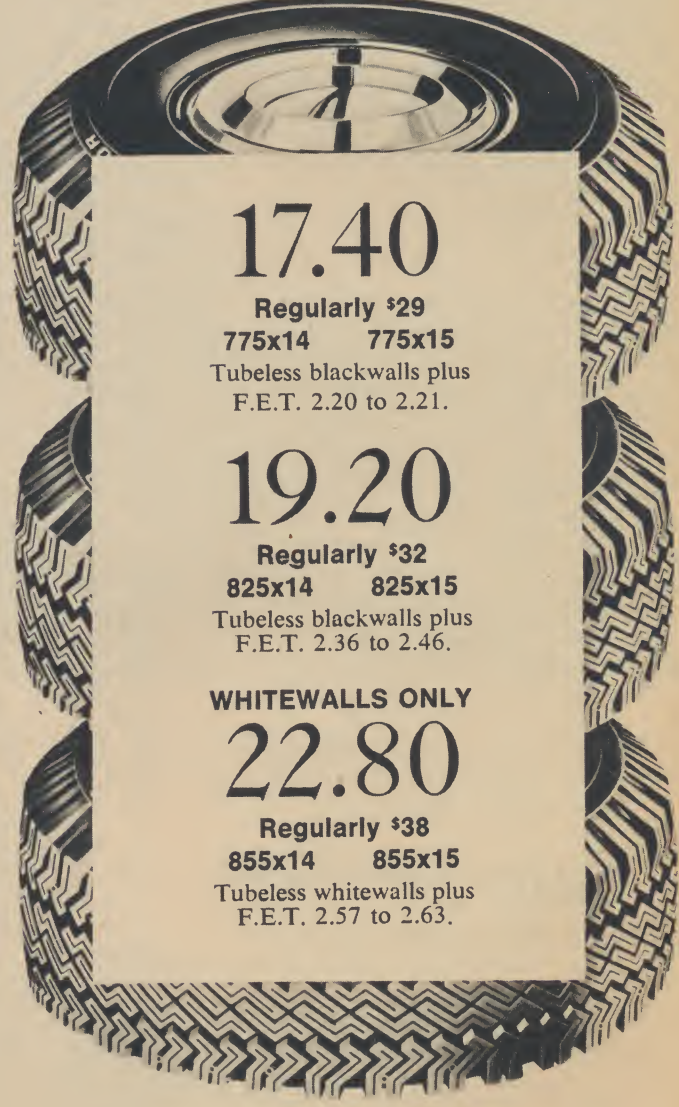
Tubeless blackwalls plus
F.E.T. 1.89 to 1.96.

16.20

Regularly \$27

735x14

Tubeless blackwalls
plus F.E.T. 2.07.



17.40

Regularly \$29

775x14 775x15

Tubeless blackwalls plus
F.E.T. 2.20 to 2.21.

19.20

Regularly \$32

825x14 825x15

Tubeless blackwalls plus
F.E.T. 2.36 to 2.46.

WHITEWALLS ONLY

22.80

Regularly \$38

855x14 855x15

Tubeless whitewalls plus
F.E.T. 2.57 to 2.63.

NO TRADE-IN REQUIRED

Whitewalls available in blackwall sizes—add \$3.

Just charge your tires on your convenient Macy account. Get these expert services from Macy's Safety Team at no additional cost: • Wheel rotation every 5000 miles • Expert tire mounting • Puncture repair for life of original tread • Thorough safety check.

Drive in to Macy's modern Auto Center at 30th St. & 9th Ave., N.Y.C., or the Macy's Auto Center near you. Dept. 243.

Realistic stereo systems...

**\$11 to \$48 less than if
purchased separately**

Sale 74.80*

If purchased separately 85.80

52-1

- SA-100B solid state stereo amplifier with inputs for tuner and stereo record changer, headphone jack
- Separate volume, balance, and full range tone controls
- Smart walnut finish enclosure
- Realistic "44" 4-speed changer on a deluxe base
- Tubular pick up arm; stereo cartridge
- Two Solo-4 speaker systems.



Sale 186.60*

If purchased separately 207.35

52-2

- STA-36 solid state AM/FM stereo receiver with illuminated tuning meter for AM signal strength and center channel on FM
- 4-position input selector
- Separate bass and treble controls
- Walnut finish case
- Two "Futura" hi-fi omnidirectional speakers to send sound to all corners of the room
- Lab-12 automatic 4-speed changer with Shure cartridge, anti-skate control
- Walnut-finish base.



Sale 222.70*

If purchased separately 247.45

52-3

- "Cassanova" AM/FM stereo receiver and stereo cassette recorder with matched air suspension speakers
- Includes illuminated VU meters, recording monitor switch, headphone jack
- Oiled walnut cabinet
- Lab-12A automatic 4-speed changer with Shure cartridge
- Walnut-finish base
- Output cables connect to the "Cassanova" phono input jack for a complete stereo center.



Sale 299.95*

If purchased separately 347.45

52-4

- STA-65C solid state AM/FM stereo receiver with 82-watt power
- Illuminated tuning meters, tape recording monitor switch
- Connections for 4 speakers, with speaker select switch
- F.E.T. and I.C. circuitry for top reception
- Two MC-1000 full-fidelity speakers in oiled walnut finish cabinets
- Phono jack
- Lab-12A automatic 4-speed changer with Shure cartridge
- Walnut-finish base.



Mail and phone orders filled, see instructions on page 87. Dept. 293, 5th Floor, Herald Square, and the Macy's near you.

There's more in it for you in
Macy's Drug & Cosmetic Sale
starting December 26th...
more famous brands,
more Macy's-Own...
phone now for these great sales,
use the coupon on page 87,
or come to the Macy's near you



Macy's-Own Brand glycerine-and-rosewater softens your skin...
Macy's Sale saves you 15% to 32% off regular prices

Fragrant, greaseless . . . for detergent hands, chapped or
wind-burned skin. Use as night cream or make-up base.
53-1. Cream in 2-oz. tube, Reg. 59c each Sale 2/99c

53-2. Cream in 4-oz. jar, Regularly 1.25 Sale 79c
53-3. Cream in 9-oz. jar, Regularly \$2 Sale 1.69
53-4. Pint bottle of lotion, Regularly 1.75 Sale 1.39

Mail and phone orders filled for 5.01 or more, see instructions on page
87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.

Macy's-Own Brand drugs and cosmetics..always



Fit for a queen...

Macy's Royal Jelly cosmetics
to nourish your skin,
13%-33% off regular prices

Your skin deserves only the best, and Macy's pampers it with creams and lotions rich with the queen bee's nectar. It's the wonder ingredient that helps give your skin a vibrant, dewy freshness. Make your purchases now, save money on these Royal Jelly cosmetics. Your skin will thank you.

Macy's Royal Jelly moisture drops.
Non-greasy lotion helps keep skin soft, supple. Use under make-up, before bed.

54-1

2-oz. size, Regularly \$3 _____ Sale 1.99

54-1A

4-oz. size, Regularly \$5 _____ Sale 3.49

Macy's Royal Jelly cream. Fragrant blend of queen bee nectar and lanolin-rich emollients. Soothing before retiring.

54-2

1-oz. size, Regularly \$3 _____ Sale 1.99

54-2A

2-oz. size, Regularly \$5 _____ Sale 3.49

54-2B

4-oz. size, Regularly 7.50 _____ Sale 6.49

Macy's Royal Jelly eye cream. Apply regularly at bedtime to help ward off those little signs of time.

54-3

1-oz. size, Regularly 3.50 _____ Sale 2.49

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.



good buys, even better buys now while they're on sale



55-1
**Macy's-Own Brand
Supre cough
mixture**
Sale 89c 6 oz.

Sweet licorice taste, free of narcotics. Here's fast, effective relief from irritations due to coughs, flu, bronchitis. Safe ingredients soothe inflamed tissues. For adults and children over 6 years.



55-4
**Macy's-Own Brand
buffered aspirin**
Sale 89c 200's

Quick, effective relief from cold weather sniffles and fevers with fewer chances of upset stomach.

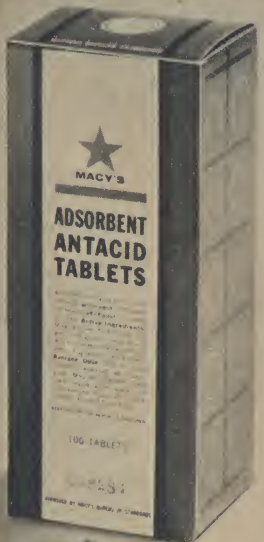
55-3A
Bottle of 100___ **Sale 59c**



55-5
**Macy's-Own
non-habit-forming
sleep tablets**
Sale 2.19 100's

Enjoy a good night's sleep with these safe, non-habit-forming sleep tablets. Contain no barbiturates.

55-4A
Bottle of 50___ **Sale 1.29**



55-2
**Macy's-Own adsorbent
antacid tablets**
Sale 79c 100's

Fast, temporary relief to sufferers of indigestion, heartburn, and upset stomach due to hyperacidity. Keep on hand.

55-3
**Macy's-Own
time-release
decongestant capsules**
Sale 1.29 20's

Time-release base sets off double relief from symptoms of allergies, colds. Offers therapeutic effect for longer periods.



55-6
**Macy's-Own Supre
antihistamine
tablets**
Sale 1.39 100's

Keep these quick-acting tablets on hand to take at the very first sign of a cold. They go to work at once to help you feel better, to relieve the miseries, aches and pains of common colds.

Mail and phone orders filled, for 5.01 or more on above, see instructions on page 87. Dept.*042, Street Floor, Herald Square, and the Macy's near you. Add 65c handling charge within delivery area.



Sale 99c each...
why pay more when
Macy's-Own Brands
offer you so much



56-1

Macy's-Own Brand cold cream
Regularly 1.75, Sale 99c, 15 oz.

Perfect blend of pure ingredients for extra deep cleansing of all types of skin. Helps remove dirt and make-up gently and quickly.

56-2

Macy's-Own Brand eye cream with lanolin
Regularly 1.75, Sale 99c, 2 oz.

A rich lanolin cream to help keep skin around the eyes supple and smooth. Apply at bedtime or under make-up to help minimize lines.

56-3

Macy's-Own Brand liquid facial cleanser
Regularly 1.50, Sale 99c, 6 oz.

Liquid for a more thorough, deeper cleansing of pores. Removes dirt and make-up, helps protect your skin against blemishes.

56-4

Macy's-Own Brand creamy emulsified hand lotion

Regularly \$2, Sale 99c, qt.

Creamy lotion soothes and protects hands. Spreads easily. Wonderful as a powder base, too.

56-5

Macy's-Own Brand astringent lotion
Regularly 1.50, Sale 99c, 16 oz.

Mild astringent that helps supplement Macy's Dry-Skin Cleaner. Removes cream, leaves your skin with a clean, fresh look. A fine aid to teenage problem skin, too.

56-6

Macy's-Own Brand skin refresher
Regularly 1.50, Sale 99c, 16 oz.

Keep skin feeling alive and vibrant with Macy's refreshing, soothing toner. Not only cleans your skin, but helps condition it.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Macy's Herald Square, and the Macy's near you.



Welcome the
moisturizers...
Macy's-Own
Beautifiers for
the dewy
look of youth

57-1

Sale 1.99

2 oz., Regularly \$3

**Macy's-Own Brand
moisture cream**

A nutritious formula with Vitamins A and D added to help your skin maintain that precious balance of natural oils and moisture so essential to the prevention of dryness. Applied nightly after cleansing, it penetrates deep into your skin, leaves it fragrantly fresh.

57-2

Sale 1.99

4 oz., Regularly 2.50

**Macy's-Own Brand
moisture drops**

A few drops under make-up, your skin glows with the radiant look of youth. Smooth it on, this fast-penetrating lotion with Vitamins A and D enriched, does during the day what Macy's-Own Moisture Cream does for you at night... helps maintain that balance of natural oils and moisture your skin needs.

8 oz. _____ Regularly \$4, Sale 2.99

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Macy's Herald Square, and the Macy's near you.



Vitamin Sale

**YOU GET AN EXTRA
50 OR 125 DAY
SUPPLY IN EVERY
BOTTLE, AND YOU
PAY NO MORE
THAN MACY'S USUAL
THRIFTY PRICES**

When you buy Macy's-Own Brand Vitamins, you're assured of extra high quality . . . extra low prices . . . always great buys, even greater buys now in Macy's Bonus Sale.

Macy's-Own Brands are tested and approved by Macy's Bureau of Standards, assuring you extra high quality at extra low prices.



**MACY'S HAS FILLED OVER
5 MILLION PRESCRIPTIONS**



Charge to your account at all Macy stores. We'll be glad to refill any refillable prescription.



58-1.
**Macy's-Own Brand
Supre-Potency
Multivitamins**

SALE 3.29 Bottle of 150
(includes 50-day bonus supply)

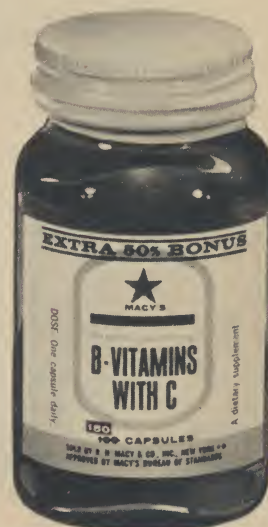
SALE 7.24 Bottle of 375
(includes 125-day bonus supply)

Important vitamins in super potency dosage, designed for adults.

		MDR
Vitamin A	25,000 units	7.5 mg. 6 1/4
Vitamin D	400 units	10 mcg. 1
Vitamin B ₁ (Thiamin)	10 mg.	10
Vitamin B ₂ (Riboflavin)	10 mg.	8 1/3
Niacinamide	100 mg.	10
Vitamin C (Ascorbic acid)	200 mg.	6 2/3
Vitamin B ₆ (Pyridoxine)	5 mg.	*
Calcium pantothenate	20 mg.	*
Vitamin B ₁₂	5 mcg.	*
Vitamin E	15 I.U.	*

MDR — Minimum Daily Requirement
for an adult

* MDR not established



58-2.
**Macy's-Own Brand
Supre-Potency
B Vitamins
with Vitamin C**

SALE 3.59 Bottle of 150
(includes 50-day bonus supply)

SALE 7.69 Bottle of 375
(includes 125-day bonus supply)

Dietary supplement contains B vitamins plus important amounts of Vitamin C to help increase resistance to colds. Ideal for the family.

		MDR
Vitamin B ₁ (Thiamin)	15 mg.	15
Vitamin B ₂ (Riboflavin)	10 mg.	8
Vitamin B ₆ (Pyridoxine)	5 mg.	*
Niacinamide	50 mg.	5
Calcium pantothenate	10 mg.	*
Vitamin C (Ascorbic acid)	300 mg.	10

Mail and phone orders filled, on 5.01 or more on above, instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

...50% Bonus



59-1.
**Macy's-Own Brand
Supre-Potency
Multivitamins
with Minerals**

SALE 4.19 Bottle of 150
(includes 50-day bonus supply)

SALE 8.99 Bottle of 375
(includes 125-day bonus supply)

Scientific combination of important vitamins and minerals to help prevent deficiencies, also helps increase your resistance to illness.

		MDR
Vitamin A	25,000 units 7.5 mg.	6 1/4
Vitamin D	400 units 10 mcg.	1
Vitamin B ₁ (Thiamin)	10 mg.	10
Vitamin B ₂ (Riboflavin)	10 mg.	8 1/3
Vitamin B ₆ (Pyridoxine)	5 mg.	*
Vitamin B ₁₂	5 mcg.	*
Niacinamide	100 mg.	10
Calcium pantothenate	20 mg.	*
Vitamin C (Sodium ascorbate)	200 mg.	6 2/3
Vitamin E	15 I.U.	*
Calcium (as carbonate)	50 mg.	1/15
Iodine (Potassium iodide)	0.15 mg.	1 1/2
Iron (as sulfate)	12 mg.	1/15
Copper (as sulfate)	2 mg.	*
Manganese (as sulfate)	1 mg.	*
Magnesium (as oxide)	65 mg.	*
Zinc (as sulfate)	1.5 mg.	*



59-2.
**Macy's-Own Brand
Multivitamin
and Mineral Capsules**

SALE 2.39 Bottle of 150
(includes 50-day bonus supply)

SALE 5.46 Bottle of 375
(includes 125-day bonus supply)

		MDR
Vitamin A	5000 units 1.5 mg.	1 1/4
Vitamin D	400 units 10 mcg.	1
Vitamin C (Ascorbic acid)	60 mg.	2
Vitamin B ₁ (Thiamin)	5 mg.	5
Vitamin B ₂ (Riboflavin)	2.5 mg.	2
Vitamin B ₆ (Pyridoxine)	1 mg.	*
Calcium pantothenate	5 mg.	*
Niacinamide	20 mg.	2
Vitamin B ₁₂	5 mcg.	*
Vitamin E	15 I.U.	*
Calcium (as dicalcium phosphate)	44 mg.	1/20
Copper (as sulfate)	1 mg.	*
Iodine (as potassium iodide)	0.15 mg.	1 1/2
Iron (as sulfate)	15 mg.	1 1/2
Manganese (as sulfate)	1 mg.	*
Magnesium (as sulfate)	1 mg.	*
Phosphorus (as dicalcium phosphate)	34 mg.	1/25
Potassium (as sulfate)	5 mg.	*
Zinc (as sulfate)	0.5 mg.	*



59-3.
**Macy's-Own Brand
Multivitamins
with Iron**

SALE 1.69 Bottle of 150
(includes 50-day bonus supply)

SALE 3.69 Bottle of 375
(includes 125-day bonus supply)

Contains 9 known essential vitamins plus iron (as ferrous fumarate), a fine maintenance formula for the family.

		MDR
Vitamin A	5000 units 1.5 mg.	1 1/4
Vitamin D	400 units 10 mcg.	1
Vitamin C (Ascorbic acid)	60 mg.	2
Vitamin B ₁ (Thiamin)	5 mg.	5
Vitamin B ₂ (Riboflavin)	2.5 mg.	2
Vitamin B ₆ (Pyridoxine)	1 mg.	*
Calcium pantothenate	5 mg.	*
Niacinamide	20 mg.	2
Vitamin B ₁₂	3 mcg.	*
Iron (as ferrous fumarate)	15 mg.	1 1/2

MDR — Minimum Daily Requirement
for an adult
* MDR not established

Mail and phone orders filled, on 5.01 or more on above, instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

There's more in it for you in Macy's Drug Sale

Sale 89c

jar of 100

**Macy's-Own Brand
adult glycerin suppositories**

60-1. Carefully made, double coned units for gentle, effective relief of temporary irregularity.

60-1A. Jar of 50 _____ **Sale 54¢**

Sale 69c

100 tablets

**Macy's-Own Brand extra-strength
pain reliever tablets**

60-2. Helps relieve pain quickly, effectively; helps soothe frayed nerves. Use for headaches, after dental work or for menstrual discomfort.

60-2A. Box of 225 tablets _____ **Sale 1.24**

Sale 1.39

100 tablets

Macy's-Own Brand decongestant tablets

60-3. Quick relief from nasal discharge, headache, pain and fever of colds, sinus congestion.



Sale 1.79

1 lb.

**Macy's-Own Brand
Psyllium Mucilloid**

60-4. Helps give soothing aid for constipation. Provides bland, non-irritating bulk, thereby helping to promote healthy regularity.

Sale 54c

500 tablets

**Macy's-Own Brand
aspirin tablets**

60-5. Laboratory-tested by Macy's Bureau of Standards. 5-grain, for temporary relief of headaches.

60-5A. 1000 _____ **Sale 99¢**

Sale 84c

12 oz.

**Macy's-Own Brand
medicated skin cream**

60-6. Greaseless protection against windburn, chafing, minor skin irritations; also useful for removal of make-up.

Sale 1.25

100 tablets

**Macy's-Own Brand
Supre antacid tablets**

60-7. Pleasant mint-tasting tablets you can chew provide fast-acting aid for temporary relief of gastric hyperacidity.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

...more Macy's-Own Brands at low, low prices



43% to 46% less than 1st quality
prices for Macy's-Own Brand
irregular elastic hosiery

Sale 8.99 pair

If first quality, 15.94 pair

61-1. Macy's-Own Brand irregular full-fashioned elastic hosiery. So sheer there's no need to wear over-stockings. Tiny irregularities won't affect looks or wear. Provides uniform, graduated high compression, gives firm support. Sizes: S (8"-11"), M (12"-14"), L (14"-18"). Regular length in S, M, L; extra length in M and L only.

Sale 7.99 pair

If first quality, 14.94 pair

61-2. Macy's-Own Brand irregular seamless hosiery. Medium weight, highly durable stockings made with nylon covered rubber elastic fibers, knit with 2-way stretch for firm control. Sizes same as full-fashioned style above.



Sale 1.19

box of 48

**Macy's-Own Brand
sanitary napkins**

61-3. Extra-strong, absorbent napkins let you be extra-comfortable and extra-sure all the time. Regular or super.

61-3A. 96 **Sale 2.29**

Sale 1.09

box of 40

**Macy's-Own Brand
tampons**

61-4. Feel safe, sure and comfortable. Enjoy the great convenience of these fine quality tampons. Choose regular, or super size for extra protection.

Sale 3.49

**Macy's-Own deluxe
2-quart syringe**

61-5. Pure latex rubber, pipes won't unscrew in use. Visible water level, reinforced base, wide opening for easy filling. Handy take-along zippered case.

Sale 64c

10 oz.

**Macy's-Own Brand
medicated powder**

61-6. For relief of heat rash, chafing, diaper rash, foot irritations and other minor skin irritations. Helps fight bacterial growth, absorbs moisture.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

Christian Dior's sprays and nail cosmetics

Elegance comes in a concentrated 3 oz. Eau de Toilette spray specially priced in 2 intriguing scents:

62-1. Miss Dior _____ Sale \$5

62-1A. Diorissimo _____ Sale \$5

62-1B. Creme Abricot for nail care. Purchase some now to help strengthen your nails and receive a bonus of Base Speciale, the protective base coat.

Sale 3.50

Corday's Toujours Moi spray cologne in a once-a-year Sale size...Sale 2.50

62-2

Long lasting, double-strength cologne concentrate in a handsome, crystal-clear flacon that's leak-proof, spill-proof. A perfect time to buy for yourself or as gifts you know will be appreciated. Also once-a-year sale price:

62-2A. Fame spray cologne.

62-2B. Possession spray cologne.

Go luxurious in Arpege or My Sin by Lanvin...Sale \$3

Incredible but true... either fragrance only \$3 in this special-size spray for a limited time only. 62-3. Arpege spray mist. 62-3A. My Sin spray mist.

Le Galion mists you in 2 fragrances, 2 moods

62-4. Sortilege. 2 oz. atomisé for a subtle elegance. Reg. 5.50 _____ Sale 3.50

62-4A. Jasmin. 2 oz. atomisé for an enchanting air. Reg. \$8 _____ Sale 4.50

Marcel Rochas Femme or Madame Rochas in a special set...Sale 6.50

Special offer includes 4 oz. cologne atomizer and 1 oz. parfum de toilette in either fragrance. 62-5. Set of Femme. 62-5A. Set of Madame Rochas.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.



62-1

There's more
in it for you in
Macy's Drug and
Cosmetic Sale...
More famous brand
fragrances



62-2



62-3



62-4



62-5



63-1

63-2

63-3

63-4



63-5

63-6

63-7

Introductory Offer...

save \$1 off regular prices for
Coty's new bath preparations
scented with precious Emeraude

63-1

Bath oil parfait... beauty oil in 3
layers... skin softeners, fragrance oils,
moisturizers. 4 oz.,

regularly \$4 _____ Sale \$3

63-2

Foaming bubble bath... a luxurious
sea of foam that leaves your skin de-
lightfully scented. 12 oz.,

regularly 3.50 _____ Sale 2.50

63-3

Bubble bath beads... 2 or 3 table-
spoons transform your bath into a
bubbly spa; never leave a ring. 4 oz.,

regularly \$3 _____ Sale \$2

63-4

After bath body moisturizer... extra
rich, leaves invisible veil of moisture
that softens, scents. 8 oz.,

regularly 3.50 _____ Sale 2.50

Sale 2.50

Coty's Flacon mist special
in 3 famous fragrances

63-5

Pamper yourself, and stock up for gift-
giving at this special once-a-year sale
price. Choose any or all of these be-
loved scents: L'Origan, L'Aimant or
Emeraude, in an elegant 1.8 oz. spray-
mist flacon.

Half Price Sale

Coty's vitamin enriched cream
and moisture balancer

63-6

Vitamin moisture balancer, 4 oz.,
regularly \$5 _____ Sale 2.50

63-6A

Vitamin moisture balancer, 2 oz.,
regularly 3.50 _____ Sale 1.75

63-7

Vitamin A and D complex cream,
4 oz., regularly \$5 _____ Sale 2.50

63-7A

Vitamin A and D complex cream,
2 oz., regularly 3.50 _____ Sale 1.75

Mail and phone orders filled on orders
of 5.01 or more on above, see instruc-
tions on page 87. Dept. 034, Street
Floor, Herald Square, and the Macy's
near you.

64-1

**Helena Rubinstein's Ultra Feminine
estrogenic hormone cream,
\$3 off regular price**

Sale \$5 4 oz.

Regularly \$8

Face cream ready to help give your skin a smooth, dewy freshness. It's the natural estrogen and progesterone in a special base that does the trick. Use it every night.

64-1A. Ultra Feminine emollient moisturizing emulsion for daytime use. 4 oz.

Regularly \$8 _____ Sale \$5

64-1B. Ultra Feminine emollient hand lotion. 8 oz. Regularly 3.50 _____ Sale \$2

64-1C. Ultra Feminine emollient cleansing cream. 6 oz. _____ Only 3.50

64-1D. Ultra Feminine emollient freshener cleans and tones skin. 4 oz. _____ Only 3.50



**Max Factor half-price sale . . .
Active Moisturizer**

Sale 2.50 6 oz.

Regularly \$5

64-2

Remarkable liquid helps moisturize dry skin, helps protect and beautify even under make-up. Absorbed in seconds.

64-2A. Moisturizing cleansing cream. Regularly \$4 _____ Sale \$2

64-2B. Astringent lotion. 12 oz. Regularly 3.50 _____ Sale 1.75

64-2C. Dry skin cream. Regularly 3.50 _____ Sale 1.75

64-2D. Cup of youth. Regularly \$6 _____ Sale \$3

**Half-price sale...Turtle oil cosmetics
by Personality for your complexion**

Imported from England to help moisturize and lubricate your skin to a dewy suppleness. Each preparation is a perfect blend of highly-refined turtle oil and other precious ingredients.

64-3. Moisturizing night cream. 4 oz. _____ Reg. \$5 Sale 2.50

64-3A. Hand cream. 6 oz. _____ 3.50 1.75

64-3B. Cleansing cream. 2 oz. _____ \$5 2.50

64-3C. Cleansing milk. 6 oz. _____ \$5 2.50

64-3D. Turtle oil soap in blue, pink or yellow.
Box of 3 _____ 3.50 1.75

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.





65-1



65-2



65-3



65-4



65-5

**Your world's headier, happier when Faberge envelopes you ...
and how nice to save 33% to 61% off regular prices in Macy's Sale**

65-1
Fabulous Xanadu spray cologne. Faberge's unforgettable cologne, out of another world. So haunting, a mix of the far distant East, a hint of pleasures to come. Lovely 4-oz. extraordinaire cologne in fantastic spray globe.
Regularly \$8 _____ Sale \$5

65-2
Essential Xanadu body smoother kit. The perfect body treatment. Nitti-gritti pumice lotion to silken rough areas. Hand-and-body moisture lotion to soothe on afterwards from head to toe. Two 5 1/4-oz. flasks in lucite box.
Regularly \$13 _____ Sale \$5

Pampering bath duette, powder with lambswool puff plus cologne extraordinaire. Aphrodesia, Woodhue, Tigress or Flambeau.

65-3.
Bath powder, 5 oz. with 1/2 oz. cologne.
Regularly 5.25 _____ Sale 3.50

65-4.
Bath powder, 10-oz. with 1/2 oz. spray cologne.
Regularly 8.75 _____ Sale \$5

65-5
Like a whiff of the woods, Faberge spray colognes. Fresh, tantalizing, provoking memories of loving saunters through the outdoors with someone dear to you. 2-oz. size in Aphrodesia, Woodhue, Tigress or Flambeau. packaged in crystal-clear styrene boxes.
Regularly 3.75 _____ Sale 2.50

Mail and phone orders filled on 5.01 or more on above mdse., see instructions on page 87.
Dept. 034, Street Floor, Herald Square, and the Macy's near you.



Write or phone now for Macy's-Own Brand necessities
...every one on Sale at lower than our usual low prices



**Macy's-Own
household
gloves**

Sale 59¢ pair

66-1.
Protect your hands washing dishes, dusting, painting, other chores that rob skin of softness and split nails. Pure latex, plush-lined. S (6-6½); M (7-7½); L (8-8½).



Macy's-Own Brand Facial and Bathroom tissues in 6 pastel colors to match Macy's-Own Soaps

Facial quality bathroom tissues, 1,000 sheets (500 2-ply) each roll. Pastel colors: pink, yellow, blue, white, green, lilac. One color to a case.

Sale 5.84

66-2. Case of 36 rolls

Sale 14.99

66-2A. Case of 100 rolls

Facial cleansing tissues, 300 sheets (100 3-ply) in each box. Pastel colors: pink, yellow, blue, white, green, lilac. One color to a case.

Sale 2.96

66-3. Case of 12 boxes

Sale 10.79

66-3A. Case of 48 boxes



**Macy's-Own
double-tipped
cotton swabs**

Sale 54¢

66-4. 180 swabs

Box of 180, all precision-made, multi-purpose swabs for make-up, cleansing, medication. Flexible; safe for use in nursery.



**Macy's-Own
high-quality
sterile cotton**

Sale 1.79

66-5. 1 lb. box

Ideal for surgical purposes, first aid use, make-up, manicuring and baby care. High quality cotton assures absorbency. Fully sterile.



**Macy's-Own
plastic
bandage strips**

Sale 49¢

66-6. Box of 47

Sterilized, assortment of ¾" and 1"; strip off easily without pulling. Flesh color, waterproof.

66-5A. 100's, **Sale 1.09**



**Macy's-Own
absorbent
cosmetic balls**

Sale 44¢

66-7. Pkg. of 275

For a variety of cosmetic uses, from nail polish to hair tints. For every kind of baby use, too. Highly absorbent, soft.

Mail and phone orders filled for 5.01 or more on above. For cleansing tissue and bathroom tissue, use coupon on opposite page; for other items see page 87. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

Macy's-Own Brand perfumed soap ovals,
17% off regular price...more than just wash,
they envelop you in fragrance

Sale 2.29 box

2 boxes 4.39, Reg. 2.79 box, 2 for 5.39

Lanolin-enriched Macy's-Own soap caresses your skin gently in any of 11 delightful scents, each color-coded to its fragrance. Hand size ovals packed 12 to a box; bath size 6 to a box. One color to a box. Order a bouquet of soaps at Macy's low sale price now.

67-1. Yellow (lily-of-the-valley)
67-2. Verbena yellow (lemon scent)
67-3. Fern green (jasmine scent)
67-4. Forest green (pine scent)
67-5. Blue (lavender scent)
67-6. Lilac (lilac scent)

67-7. Flame pink (geranium scent)
67-8. Caramel (sandalwood scent)
67-9. Carnation blue (carnation scent)
67-10. Petal pink (apple blossom)
67-11. White (floral bouquet)



For color-matched soaps and tissues (on opposite page) use this coupon or call your nearest Macy number for 5.01 or more, tax exclusive. For other merchandise, use coupon on page 87. Tissues sent within delivery area only, add 65c for handling. Circle case quantity desired. For soap outside delivery area, add 1.05 for handling.

MACY'S Mail Order Dept., Herald Square, N.Y. 10001. Dept. 034, 042.
Indicate quantity wanted in each color. Only 1 color to a carton.

Item	Petal Pink	White	Yellow	Blue	Fern Green	Lilac	Forest Green	Carnation Blue	Flame Pink	Verbena Yellow	Caramel
Hand soap (12 in box)											
Bath soap (6 in box)											
Cleansing tissues case of 12 or 48							X	X	X	X	X
Toilet tissue case of 36 or 100							X	X	X	X	X

ACCOUNT # _____
PRINT NAME _____ PHONE NO. _____
ADDRESS _____ APT. NO. _____
CITY _____ STATE _____ ZIP _____

Please add 6% sales tax within N.Y.C., elsewhere in N.Y. State add sales tax as required, 5% in Conn.

Macy's-Own Brand Cosmetics...
always good buys, even better on Sale
because they're 21% to 34% less



Macy's-Own Brand
dry skin cleanser
with 2-oz. jar of night cream

Sale 1.99

If purchased separately 3.50

68-1. Lanolin-enriched cream cleanses, helps remove deep grime and makeup thoroughly. Helps soften and smooth skin at the same time. At one low combination price, you get a giant 14-oz. jar of cleanser, regularly 2.50 ... plus a 2-oz. jar of night cream, regularly \$1.

Macy's-Own Brand
windbreaker lotion

Sale 99c

pint, Regularly 1.25

68-2. Soft and cooling. A soothing balm that helps heal windburned or sun-parched skin. Buy a supply now at sale prices to have on hand at home or when traveling.

Macy's-Own Brand
anti-detergent hand cream

Sale 99c

9 oz., Regularly 1.50

68-3. This rich, non-greasy cream helps protect hands from harsh effects of strong detergents, absorbs quickly.

68-3A. 4-oz. size, Regularly \$1_Sale 69c

Macy's-Own Brand
dry skin hand cream

Sale 99c

9 oz., Regularly 1.50

68-4. Special softening ingredients help smooth and lubricate hands; protect them from winter dryness.

68-4A. 4-oz. size, Regularly \$1_Sale 69c

Mail and phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.

Save 33% to 41% off regular prices for your favorite cosmetics . . . get more famous brands in Macy's Cosmetics Sale

Almay Deep Mist hypo-allergenic beautifiers for dry, super-sensitive skins... 33% to 38% off regular prices

69-1. Deep Mist moisture cream forms an invisible base under makeup; helps smooth away taut lines, keep skin dewy fresh and young-looking. 6-oz. jar. Regularly 7.50 **Sale 4.75**

69-1A. Deep Mist cleanser removes stale makeup and deep-pore dirt thoroughly, gently. Your skin feels superbly clean, refreshed, smoother. 7½ oz. Regularly \$5 **Sale 3.25**

69-1B. Deep Mist toning and refining lotion helps stimulate skin, moisturizes at the same time. Leaves skin looking softer, smoother, fresh, clean. 12 oz. Regularly 5.25 **Sale 3.25**

69-1C. Deep Mist enriched night cream is so light, yet laden with precious oils and moisturizers. Helps soften taut, dry skin; smooth out little lines. 3 oz. Regularly 5.25 **Sale 3.50**

Once-a-year Sale of Dorothy Gray cellogen hormone cream, regularly \$6

Sale 3.50

69-2. Ultra-rich cream contains natural hormones, helps keep your skin baby-smooth and soft. 4-oz. jar.

69-2A. Dry skin lotion, 18 oz. **Sale 1.75**

69-2B. Hormone hand cream, 4 oz., Regularly 2.50 **Sale 1.50**

69-2C. Moisturizing hand cream with vitamin A, 4 oz., Regularly 2.50 **Sale 1.50**

John Robert Powers moisturizing beauty aids... 40%-41% off regular prices

69-3. Privilege night cream, a greaseless emulsion full of moisturizers for dry skin. 2-oz. jar.

Regularly \$10 **Sale \$6**

69-3A. Fluid Gold 'N' Lemon cleanser moisturizes, deep-cleanses; lemon-light and fresh. 8 oz.

Regularly 8.50 **Sale \$5**

69-3B. Fluid Gold 'N' Lemon freshener refreshes your skin, leaves it feeling clean and cool. 8 oz.

Regularly 8.50 **Sale \$5**

69-3C. Fluid Gold 'N' Lemon hand lotion helps hands look whiter; softens and smoothes gently. 16 oz.

Regularly \$5 **Sale \$3**

Mail and phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.

Macy's-Own Brands for hair care...Always good buys,



Macy's-Own Brand castile shampoo

Sale 99¢ quart

70-1

Quick-lathering shampoo, made with olive oil, is gentle enough for children's hair, you know it'll do wonders for your own. Leaves hair fresh, gleaming with highlights. Buy by the quart now at our low sale price.



Macy's-Own lanolin-enriched hair spray

Sale 74¢ 15 oz.

70-2

Whether you choose regular or hard-to-hold formula, your hair-do will have more body without stiffness or sticky residue. A mere touch of the button and even stubborn, wispy strands will stay put.



Macy's-Own problem hair conditioner

Sale 1.09 4 oz.

70-3

Macy's conditioning treatment for dry, brittle hair enhances your hair's color, imparts a satiny sheen.



Macy's-Own medicated dandruff control shampoo

Sale 79¢ 6 oz. cream or liquid

70-4

Contains dandruff-controlling ingredients to help keep hair free of flaking. Helps leave it manageable.



Macy's-Own creme shampoo with lanolin

Sale 99¢ 14 oz.

70-5

Lanolin-enriched, it lathers luxuriously. Gentle and thorough, helps keep your hair radiant.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

now even better buys at low Sale prices



Macy's-Own hair setting lotion

Sale 79¢ 8 oz.

71-1

Spray each curl as you set it with the convenient hand pump dispenser. Add a few sprays before drying hair-do, you'll comb out a great set.



Macy's-Own shampoo for dry, normal or oily hair

Sale 79¢ 16 oz.

71-2

Hair beauty treatment conditioner made just for you. Choose dry, normal or oily formulas.

71-2A. 32 oz. size _____ **Sale 1.49**



Macy's-Own creme rinse hair conditioner

Sale 89¢ 16 oz.

71-3

Just a small amount after every shampoo helps leave hair gleaming, more lively, yet manageable.

71-3A. 32 oz. size _____ **Sale 1.49**



Macy's-Own olive-vegetable-coconut oil shampoo

Sale 1.19 quart

71-5

Unique formula is a special blend of natural oils to help condition hair while cleansing thoroughly.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.



Macy's-Own liquid lanolin shampoo

Sale 89¢ pint

71-6

Rich-sudsing lanolin shampoo cleans hair and scalp gently, completely.

71-6A. Quart size _____ **Sale 1.49**



Macy's-Own anti-bacterial skin cleanser

Sale 1.39 pint

71-7

Use deep-cleaning liquid on hair or skin to help kill bacteria. In break-resistant plastic bottle.



There's more in it for you in Macy's

Macy's-Own Brand
aerosol shave cream, 11-oz.

Sale 49¢

72-1. Rich, thick lather gives you one smooth shave after another. Pick your favorite: lanolized regular or cooling menthol. Stock up and save.

Macy's-Own Brand
brushless shave cream, 1-lb.

Sale 59¢

72-2. For traditional shaving comfort, use this rich, beard-softening brushless shave cream in a man-sized jar. Available in regular or menthol.

Macy's-Own Brand
stainless steel injector blades

Sale 79¢

72-3. Package of 11 blades. Friction-free, polymer-coated stainless steel blades for smoother, cleaner shaves. Fits all standard injector-blade razors.

Macy's-Own Brand
stainless steel double edge blades

Sale 64¢

72-4. Package of 10 blades. Get close, smooth shaves day after day with Macy's-Own fine stainless steel blades. Special value at this low sale price.

Macy's-Own Brand shaving brushes

Sale 6.49 Sale 10.79

72-5 Deluxe 72-6 Super Deluxe

Like to shave in the classic manner? Try Macy's-Own brushes, hand-made of the finest imported badger bristles. Super deluxe brush with extra-full, firm silver-tipped badger bristles.

Macy's-Own Brand
spray anti-perspirant, 7 oz.

Sale 89¢

72-7. Stay fresh for hours with this highly effective anti-perspirant that contains special anti-wetness ingredients. Convenient spray can.

Macy's-Own Brand
Formula V hair tonic, pint

Sale 98¢

72-8. Groom your hair with greaseless liquid Formula V hair tonic in the morning . . . helps it look soft and naturally well-groomed all day long.

Mail and phone orders filled on 5.01 or more on above mdse., see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

72



72-1



72-2



72-3



72-4



72-5



72-6



72-7



72-8

Drug Sale ...more Macy's-Own Brands, always good buys, now even better buys at new low prices



73-1



73-2



73-3



73-4



73-5



73-6

Macy's-Own Brand Supre spray deodorant, 13 oz.

Sale 1.09

73-1. Day-long protection with this quick-drying, non-sticky deodorant. Lightly scented; safe for skin and clothing.

73-1A. 7 oz. size _____ Sale 79¢

Macy's-Own Brand Supre anti-perspirant, 1 oz.

Sale 1.59

73-2. Beat that special perspiration problem with Macy's special anti-perspirant. Long-lasting, effective, non-greasy, quick-drying. Safe for normal skin; won't harm clothes. Handy sponge applicator.

Macy's-Own Brand spray air freshener, 13 oz.

Sale 69¢

73-3. Replace unpleasant kitchen and bathroom odors with this light, spring-time bouquet scent. One spray does the job. Keep a can handy in kitchen and bath.

Macy's-Own Brand cold water soap, 1 lb.

Sale 69¢

73-4. Just a small amount of this special formula soap washes woollens with no shrinking or matting. No blocking necessary. Recommended for nylon, silk, acrylic, and many other synthetic fabrics.

Macy's-Own Brand medicated massage lotion, pint

Sale 99¢

73-5. Emollient and lubricating body rub and skin treatment. For windburn, chapping, dry skin; helps relieve muscular aches. Handy dispenser cap.

Macy's-Own Brand spray disinfectant, 14 oz.

Sale 89¢

73-6. Helps kill household germs; helps prevent mold and mildew. Banishes household odors, leaves your home with a fresh, clean scent. Use in all rooms.

Mail and phone orders filled on 5.01 or more on above mdse., see instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

74-1

Myrurgia for the bath. Maja spray mist with bonus hand soap, **Sale 3.50**. Not shown: Flor de Blason spray mist with bonus hand soap, **Sale \$3**.

74-2

Ma Griffe by Carven. Ma Griffe Eau de Toilette Mistifier, 1½ oz., **Sale 2.75**. Not shown: Ma Griffe Parfum Creme Body Foam, 1½ oz., **Sale 2.75**.

74-3

Delicious, refreshing sprays by Nina Ricci. L'Air du Temps spray cologne, 2¾ oz., **Sale \$5**. Not shown:

Capricci spray cologne, 2¾ oz., **Sale 5.50**. Coeur-Joie spray cologne, 2¾ oz., **Sale \$5**. Signorricci Refreshant spray, 2¾ oz., **Sale 4.50**

74-4

Caron Cologne in a beautiful 2 oz. spray bottle. Choose Fleurs de Rocaille, Bellodgia, Nuit de Noel, Muguet—each **Sale \$4**

74-5

Dana spray colognes in special 2 oz. bottles. Choose Tabu, 20 Carats, Ambush or Emir, each **Sale \$2**

74-6

Jean D'Albret Voyager spray colognes will travel straight to her heart. Choose Ecusson or Casaque in 2½ oz. bottles, each **Sale 3.50**

Mail and phone orders filled on 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Macy's Herald Square, and Macy's near you.



74-1



74-2



74-3



74-4



74-5

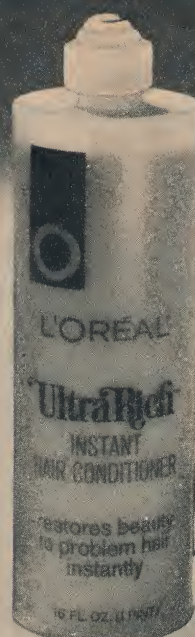


74-6

Phone now,
use coupon on
page 87 for
these famous buys



75-1



75-2



75-3



75-4

75-5

New Delila natural beauty hair remover, 5.95
Delila means you may never shave again

75-1. Removes hair from legs, face, upper lip and other body areas quickly, safely. It's an odorless, pure organic compound that lifts the whole hair out with only a tingling sensation.

Special purchase . . . Thicket with a bonus of Thicket shampoo hair conditioner, 3.75

Thicket, 3 oz., reg. 3.75

Thicket shampoo-conditioner, 2 oz., reg. \$2

75-3. Thicket makes thin hair look thicker. It's a light emulsion that surrounds and coats each single hair strand giving the appearance of thicker hair. Contains no grease, mixes with water, leaves hair looking completely natural. For men and women.

To order, for 5.01 or more, see opposite page. Dept. 034.

L'Oréal ultra rich instant hair conditioner
Regularly 2.50 each Sale 2 for 3.50

75-2. Super-enriched with smoothing emollients, body-builders, conditioners . . . and now with thickeners added. Helps add sheen, softness and spring to dull, dry, limp, brittle, over-bleached hair.

Zizanie for men plus bonus After Bath Splash with purchase of \$5 or more

75-4. Deodorant spray	5.50
75-5. Eau de toilette, reg. or aerosol, 4 oz.	\$10
75-6. Apres shave	\$6
75-6A. Eau de toilette, reg. or aerosol, 2 oz.	\$6
75-6B. Eau de toilette, reg. or aerosol, 8 oz.	\$15
75-6C. Hair spray	5.50
75-6D. Bronzer	\$5

Bonus of After Bath Splash, Reg. \$5

There's more in it for you at Macy's . . . more imported soaps
at Sale prices, many gift-packaged



Sale
99¢ box, 3/2.79
Regularly 1.29 box

76-1. Puhl's imported soaps, hand size, box of 3 cakes. In your choice of 10 scents: Sandalwood, lavender, violet, carnation, tobacco, apple blossom, rose, lily of the valley, jasmine, tropic flower.



Sale
3 cakes 99¢, 12/3.79
Reg. 39¢ cake, 3 for 1.09

76-2. Macy's-Own rose-scented glycerine soap, hand size. From England; cleansing, moisturizing. 76-2A. Bath size, regularly 3 cakes for 1.59; 59¢ cake. Sale 3 cakes for 1.49, 12 cakes for 5.79.



Sale
2.99, box of 12 cakes
Regularly 3.50

76-3. Puhl's imported soap, hand size, 12 assorted. 12 cakes, 1 each in: Gardenia, apple blossom, lilac, rose, lavender, jasmine, lily of the valley, violet, sandalwood, tropic flowers, fern, tabac.

More values in imported soaps, sale-priced now

76-4. Puhl's bath size soap, assorted scents, gift box of 3 cakes. Regularly 1.50 _____ Sale 1.29

76-5. Rosebud soap in a juice glass or acetate cylinder. Regularly \$2 _____ Sale 1.59

76-6. Assorted hand soaps: cold cream soap, or soap scented with Imperial leather, pine or tabac. Regularly 40¢ cake _____ Sale 3 for 89¢

76-7. Soap, box of 3 cakes: Lavender, fern, rose, verbena scents. Regularly 99¢ box _____ Sale 69¢

76-8. Macy's-Own Brand lemon soap in wooden crate, bath size. Crate of 6 cakes. Regularly 3.99 _____ Sale 2.59
Crate of 4 cakes. Regularly 2.99 _____ Sale 1.79

76-9. Soap in apothecary jar, regularly 2.50 _____ Sale 1.99

76-10. Guest size soaps in gift box, assorted. Regularly 1.69 _____ Sale 99¢

76-11. Flower Ball of soaps. Regularly \$4 _____ Sale 2.99

76-12. Red and pink soap hearts. Regularly 2.59 _____ Sale 2.19

76-13. Guest size soap hearts in acetate box. Regularly 2.59 _____ Sale 2.19

76-14. Wolo cream bubble bath. Regularly 3.50 _____ Sale 2.79

76-15. Assorted bubble bath. Regularly 1.50 and \$2 _____ Sale 1.29 and 1.49

76-16. Potpourri sachet. Regularly 99¢ _____ Sale 49¢

76-17. Living Steps foot spray. Regularly 3.50 _____ Sale 2.79

Mail and phone orders filled on 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.



Macy's-Own Brand bath preparations, bigger bargains than ever, because they're Sale-priced

**Pamper yourself,
my pretty, you deserve
all the loving care of
Macy's-Own bath toiletries,
now on Sale**

The pure essence of luxury at only a fraction of the cost of many other famous brands. Try them. A drop of oil in your bath, a quick fluff of talcum, a splash of cologne... and you feel relaxed, revived, a bewitching siren ready for a day or a night on the town.

Fragrant bath oil helps soften dry, chapped skin.

77-1. 16 oz., _____ Sale 3.99
Regularly 5.50

77-1A. 8 oz., _____ Sale 2.89
Regularly 3.50

After-bath dusting talcum in light, floral scents of lilac, lavender, apple blossom or gardenia.

77-2. 14 oz., _____ Sale 69¢
Regularly 79¢

Bath oil ovalettes, delightful capsules of Macy's-Own luxury bath oil. 30 in a package.

77-3. Regularly \$2 _____ Sale 1.49

After-bath friction cologne, refreshing any time of day.

77-4. 16 oz., _____ Sale 1.99
Regularly 2.75

77-4A. 8 oz., _____ Sale 1.19
Regularly 1.50

Bath cologne, natural or bouquet fragrances.

77-5. 8 oz., _____ Sale 1.19
Regularly 1.50

Mail and phone orders filled on 5.01 or more on above, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.



Even famous Revlon's
pampering cosmetics at
Macy's low Sale prices

Sale \$5

Regularly \$7

Eterna "27" by Revlon

78-1

Helps your skin look younger, lovelier,
glowing . . . helps resist wrinkles and
drying while softening and smoothing.
Once-a-year sale priced. 2 oz.

Sale 2.50

Intimate spray mist
by Revlon

78-2

Scintillating fragrance in a very special
2-oz. size. Use it once, and it'll become
a favorite. Try it now at this special
low sale price.

Sale 6.75

Regularly \$11

Revlon Moon Drops
moisture balm

78-3

8-oz. size. Soothing balm of oils and
moisturizers your skin will literally
drink in. Use under make-up and as an
all-night treatment. Especially good for
dry skin.

78-3A

Moon Drops under make-up moisture
film. 8 oz. Non-greasy, perfect as a
foundation base _____ Sale 6.75

78-3B

Moon Drops skin conditioner-fresh-
ener. 16-oz. Light freshener that helps
restore moisture to your skin _____ Sale \$4

78-3C

Moon Drops moisturizing cleanser.
14-oz. Bathes the skin with moisture as
it cleans, removes make-up _____ Sale 3.50

78-3D

Moon Drops bath oil, 16 oz., Sale 5.50

Mail and phone orders filled for 5.01
or more on above mdse., see instruc-
tions on page 87. Dept. 034, Street
Floor, Herald Square, and the Macy's
near you.





79-1

More great values in Macy's Cosmetic Sale

Sale \$5

79-1

Yardley soap special, 8 bars in snap-case, regularly \$7. Perfumed in English Lavender, White Lavender, Red Roses, Spring Flowers, April Violets. Snap-open case holds 8 personal size bars, is reusable when soap's gone.

79-1A. 4 bars of soap _____ **Sale 2.75**



79-2



79-3

Sale 2.50

79-2

Chantilly hand and body cream or lotion, regularly \$5 _____ Sale 2.50 each

79-2A. Liquid Skin Sachet with perfume purser _____ **Sale \$3**

79-2B. Roll-on liquid cream deodorant _____ **Sale \$1**

40% to 45% off

regular prices, Bonne Bell Plus 30 hormone cream or lotion

79-3. Plus 30 cream, 3 3/4 oz., regularly \$5 _____ **Sale \$3**

79-3A. Plus 30 lotion, 8 oz., regularly \$6 _____ **Sale 3.50**

79-3B. Plus 30 lotion, 16 oz., regularly \$10 _____ **Sale 5.50**



79-4



79-5

Sale 6.50

79-4

2nd Debut Nite-Lift, the super nite cream, regularly 8.50. Its super-moisturizers and balancing oils work at night while your skin is resting, to help make your complexion smoother. 4 oz. jar.

Sale 1.50

79-5

Jean Nate hand-tone bath and body lotion, regularly \$3. Save 50% off regular price for this rich, lubricating lotion that softens and smooths you . . . all over. Fine for chapped hands, too. 8 oz. bottle.



79-6

Sale \$5

79-6

Endocrine, the original hormone moisturizer, regularly \$10. Contains natural estrogenic hormones. Helps make skin look younger, firmer, more elastic. 4 oz. jar.

79-6A. Endocrine moisturizing cleanser, 8 oz., regularly \$5 _____ **Sale \$3**

To order, see opposite page. Dept. 034. 79



Macy's Pharmacy has natural and organic vitamins plus convalescent aids and home health care needs



Vitamin C 300 mg. chewable tablets, 100's

Natural and organic lemon-flavored tablets from Rose Hips and other organic sources with traces of Bioflavonoids. Regularly 1.98 Sale 1.69

Hi-Vite tablets, 100's

Protein-coated sugarless natural and organic high potency multi-vitamin tablets with minerals and amino acids with excipients of parsley, kelp, lecithin, alfalfa and watercress. Regularly 5.99 Sale 5.29

Wheat germ oil capsules, 14 minims, 100's

Natural (cold pressed.) Regularly 2.99 Sale 2.59

Lecithin capsules, 19 grain (natural), 100's

Regularly 2.19 Sale 1.97

Not shown:

Vitamin E capsules, 100's (natural) (in wheat germ oil.) 200 IU, reg. 4.98, Sale 4.39 400 IU, reg. 8.39, Sale 7.49

New Bauer & Black posture shorts



Sale 6.69

Reg. 7.47

These new posture shorts can help take up to 2 inches off your waistline and help relieve minor back pains and fatigue at the same time. Their secret is a blend of cotton and elastic spandex that lets you breathe easily while it slims and supports. Sizes XS (29-32), S (33-36), M (37-40), L (41-44), XL (45-48).

Wool knee warmer



Sale 3.99

Reg. 4.49

Keeps knees and elbows warm in cold weather. Excellent for people suffering from arthritis or rheumatism of the knees or elbows. Small (11" to 14" calf), medium (12" to 15" calf), large (13" to 16" calf).

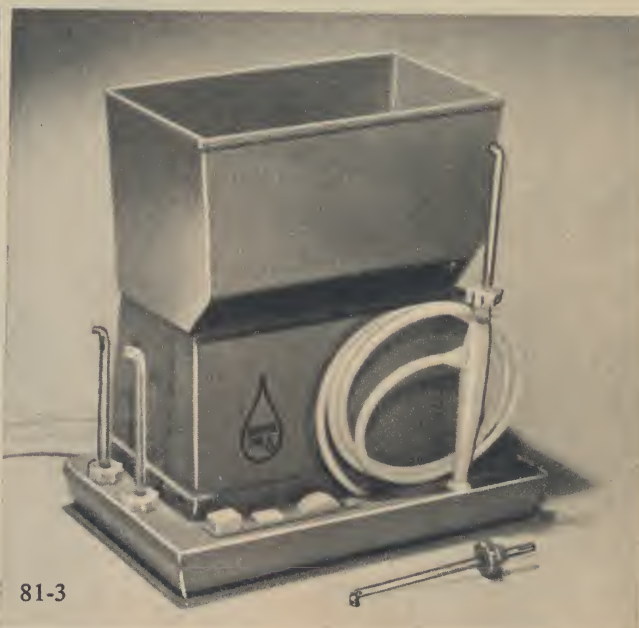
Mail and phone orders filled for 5.01 or more, instructions on page 87. Add 65¢ handling charge within delivery area. Dept. 027, Street Floor, Macy's Herald Square, the Macy's near you.

Macy's Pharmacy has filled over 5 million prescriptions...bring your prescription in to any of Macy's 14 Prescription Centers for efficient, professional service

See 4 more pages of Health and Beauty Aids
on Sale now at Macy's



81-1



81-3



81-2



81-4

Broxodent electric toothbrush

Sale 15.29

Regularly 16.99

81-1

Deluxe model gives 360 powerful up-and-down strokes per minute, helps improve the family's dental hygiene. 6 brushes and toothpaste included with power handle. All in plastic cabinet, see-through cover. #25032.

Water Pik for dental hygiene

Sale 14.99

Regularly 21.95

81-3

Helps clean teeth, massage gums, and does it in less time. Contemporary styling, rugged plastic construction. Operates on 110/120 volts, 60 cycles, AC current. #49.

Kaz see-through humidifier

Sale 11.88

Regularly 13.95

81-2

Save 2.07 off the regular price for this Kaz humidifier. Translucent plastic container has new fill funnel, visible water supply. Gives a super-fine mist for up to 10 hours. Helps relieve congestion, helps maintain a comfortable humidity level in heated rooms. #M360.

Supre-Macy heating pad

Sale 5.88

Regularly 6.98

81-4

Macy's-Own Brand heating pad is waterproof, has 4-position nite-lite switch and cotton flannel cover. #700-3. Not shown: Macy's-Own Brand Mayflower heating pad with 3-position switch and cover.

Regularly 5.99 Sale 4.99

Mail and phone orders filled on 5.01 or more on above, see instructions on page 87. Add \$1 handling charge within delivery area. Dept. 024, Street Floor, Macy's Herald Square, and the Macy's near you.

81

There's more in it for you in Macy's

**Macy's-Own Brand hair brushes
styled for him and her**

Sale 2.39

Regularly \$3

Made of natural bristles with plastic handles.

82-1. Contour.

82-2. Professional.

82-3. Half round.

82-4. Club.



**Hitachi portable hair dryer
with push-button control**

Sale 13.39**

Regularly 14.95

82-5

Pick hot air or cool air and dry your hair fast and easy with this streamlined Hitachi dryer. Convenient large-grip handle with on-off switch right at hand. #HD5000



**Schick facial sauna
cleans and beautifies
your complexion**

Sale 22.39**

82-6

Really clean your face with the Schick facial sauna. Three separate temperature settings, adjustable facial mask, and adjustable comfort dial for just the right amount of moisture. #60

** Add \$1 handling charge within delivery area.

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 024, Street Floor, Herald Square, and the Macy's near you.



Sale of beauty aids more Macy's-Own and famous brands 10% to 40% off regular prices



Macy's-Own Brand men's and women's imported hair brushes

Sale 2.99

Regularly 3.99 to 4.99

Natural bristle brushes with gleaming wooden handles.

83-1. Oval.

83-2. Professional.

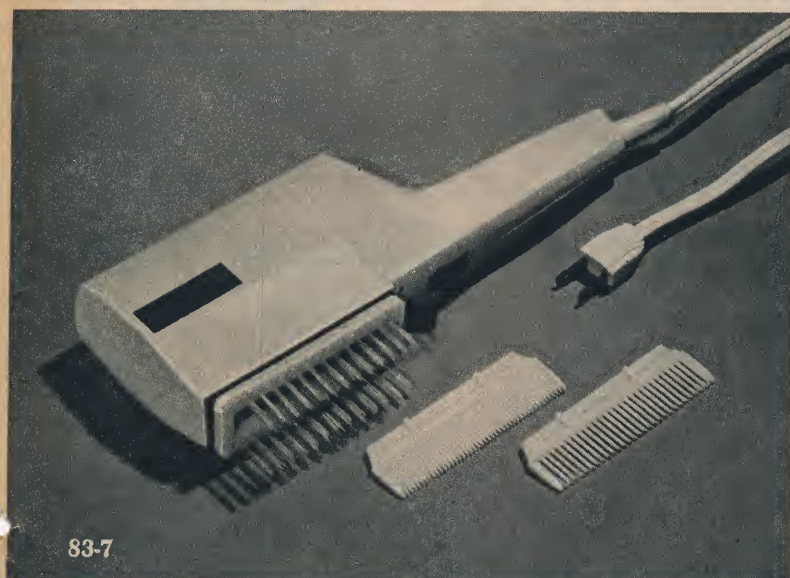
83-3. Half round.

83-4. Club.

83-5. Military.

83-6

Imported bath brush made of natural bristles, with removable wooden handle; hand strap of sturdy canvas. **Regularly 6.99, Sale 4.99**



Hamilton Beach electric hair groomer for men and women

Sale 14.29**

83-7

For the two of you, a comb and brush hair groomer with thermostatically controlled heat and automatic shut-off. Lightweight; comfortable contour handle.

Clairel Kindness kit with 20 heat-at-once rollers

Sale 20.69**

83-8

Set your hair in minutes with heated rollers. Kit includes: 6 jumbo, 10 large, 4 small rollers; vertical mirror; built-in on/off switch; automatic heat shut-off; indicator light. #K201

****Add \$1 handling charge within delivery area.**

Mail and phone orders filled for 5.01 or more on above, see instructions on page 87. Dept. 024, Street Floor, Herald Square, and the Macy's near you.



**Save 10% to 29%
off regular prices
for glamorous
boudoir accessories
in elegant
24K gold plate**

Lovely reflector trays hold and display accessories, perfumes, makeup in bedroom or bath.

84-1
9x12" oval tray. #1001.
Regularly 8.50 —Sale 5.99

84-2
9x12" rectangular tray. #4000.
Regularly 8.50 —Sale 5.99

84-3
10" round tray. #1015.
Regularly 8.50 —Sale 5.99

Exquisite "Wreath Elegance" accessories in 24K gold plate will not tarnish. Designed exclusively for Macy's by Globe.

84-4
21" filigree tray. #2502/21.
Regularly \$15 —Sale 13.49

84-5
Matching perfume bottle.
#2503.
Regularly \$10 —Sale 8.99

84-6
Rectangular jewel box.
#2509.
Regularly \$15 —Sale 13.49

84-7
Square jewel box. #2507.
Regularly \$9 —Sale 7.99

84-8
Triangle jewel box. #2508.
Regularly 9.50 —Sale 8.49

84-9
Filigree tissue box. #2505.
Regularly 8.50 —Sale 7.59

84-10
Oval jewel box. #2506.
Regularly 8.50 —Sale 7.59

84-11
Comb, brush and mirror set.
#2500.
Regularly \$15 —Sale 13.49

84-12
Not shown: 17" tray.
#2501/17.
Regularly \$12 —Sale 10.79

Mail and phone orders filled, see instructions on page 87. Dept. 024, Street Floor, Herald Square, and the Macy's near you.

84





85-1



85-2



85-3

**Save 10% to 33½ %
off regular prices
for famous name cosmetic
light-up mirrors.**

85-1

Rialto swinger, great for girls on the go. 7¾" revolving mirror with magnifying and regular sides, 4 light-up bulbs, top-carry handle, easel back. In ivory, pink or blue. **Regularly \$9** _____ **Sale 5.99**

85-2

Saunda light-up mirror with 2 daylight bulbs makes it easier to apply make-up. Reversible center has regular and magnifying sides. For vanity or dresser.

Regularly 17.95 _____ **Sale 12.99**

85-3

G.E. IM 1 dual swivel mirror gives you 4 separate light settings: day, office, home, evening. Make up at home and look right in any light. Regular mirror flips to magnified side. **Regularly 24.99** _____ **Sale 22.49**

Mail and phone orders filled, see instructions on page 87. Add \$1 handling charge within delivery area. Dept. 024, Street Floor, Herald Square, the Macy's near you.

Here it is—your check list for more Macy's-Own Brand drugs at low sale prices



	Size	Sale
☐ 86-4. Rubbing alcohol _____	16 oz.	41c
☐ 86-5. Mineral oil _____	32 oz.	59c
☐ 86-6. White petrolatum, jar _____	14 oz.	57c
☐ 86-7. Witch hazel _____	32 oz.	49c
☐ 86-8. Baby talc _____	15 oz.	54c
☐ 86-9. Baby lotion _____	16 oz.	79c
☐ 86-10. APC tablets _____	250's	99c
☐ 86-11. Constipaid tablets _____	100's	99c
☐ 86-12. Laxative pills _____	250's	74c
☐ 86-13. Saccharin tablets, 1/4 grain _____	2500's	74c
☐ 86-14. Saccharin tablets, 1/2 grain _____	2500's	79c
☐ 86-15. Geriatric formula capsules _____	100's	3.19
☐ 86-16. Vitamin B complex with iron and vitamin C _____	100's	2.09
☐ 86-17. Vitamin E, 100 I.U. _____	100's	1.88
☐ 86-18. Vitamin E, 100 I.U. _____	250's	4.19
☐ 86-19. Vitamin E, 200 I.U. _____	100's	2.87
☐ 86-20. Vitamin E, 200 I.U. _____	250's	6.29
☐ 86-21. Antiseptic mouthwash _____	16 oz.	54c
☐ 86-22. Cool green mouthwash _____	32 oz.	1.29
☐ 86-23. Z.C.A. red mouthwash _____	32 oz.	49c
☐ 86-24. Denture adhesive cream _____	3 oz.	49c
☐ 86-25. Denture cleanser powder _____	1 lb.	59c
☐ 86-26. Denture cleanser cream _____	4 1/4 oz.	39c
☐ 86-27. Ammoniated tooth powder _____	1 lb.	79c
☐ 86-28. Men's hair cream, tube _____	4 3/4 oz.	59c

Mail and phone orders filled on orders of 5.01 or more on above, see instructions on page 87. Add 65c handling charge within delivery area. Dept. 042, Street Floor, Herald Square, and the Macy's near you.

Macy's-Own Brand toothpaste

86-1

Fluoride, Mint or Supre-dental—now everyone can have the toothpaste he prefers. Two 6 3/4-oz. tubes in a pack. Twin pack Sale 75c

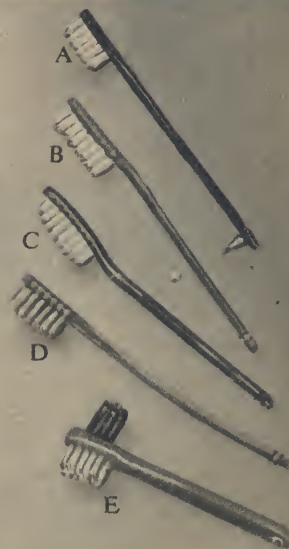


Macy's-Own Brand toothbrushes

86-2

Nylon or natural bristle... medium or hard-textured in choice of 5 styles. (A) professional; (B) tufted; (C) oval; (D) rounded; or (E) dental plate.

Sale 44c ea., 2 for 79c



Macy's-Own Brand amber mouthwash

86-3

Strong, stimulating taste that lasts and lasts. Use regularly for better breath and mouth hygiene.

Quart _____ Sale 49c
1/2 Gallon _____ Sale 94c



87 pages of
Macy Sales
for you,
for your home.
Phone now,
use the coupon
below, come in
starting
December 26

FOR MAIL ORDERS, USE THIS COUPON

Please read this page before ordering by mail. Be sure coupon is carefully filled out. Where colors are not shown, please leave choice to us. Then tear coupon out of book, place in an envelope and mail to Macy's. To order color-matched soap, facial tissue, toilet tissue, use coupon on page 67. On drug orders add 65c handling charge within delivery area.

TAXES: Add 6% sales tax in New York City; elsewhere in New York State add sales tax as required; 5% in Connecticut.

DELIVERY INFORMATION: Mail and phone orders will be filled on items where specified, on orders of 5.01 or more, tax exclusive. On C.O.D.'s within our delivery area, add postage and handling charges as follows: 1.50 for orders up to \$10, 1.75 over \$10. Items marked with an asterisk (*) are too bulky for parcel post and will be sent express or freight collect. Daggered (†) items sent within delivery area only.

FOR PHONE ORDERS, CALL THESE NUMBERS:

NEW YORKERS: Phone LAckawanna 4-6000.

SUBURBANITES: Pay only the charge to your nearest Macy number.

WESTCHESTER: White Plains 6-5000, Mount Vernon 8-3700, Mount Kisco 6-6464.

CONNECTICUT: (Stamford) DAVis 4-6781, (New Haven area) 624-9211, others dial 1-800-922-1350.

ROCKLAND: Elmwood 6-6226.

LONG ISLAND: For Nassau County call Pioneer 6-8000; for Suffolk County call 586-2626.

NEW JERSEY: Diamond 3-7777, or dial Manhattan code 212, then Lackawanna 4-6000.

COLONIE: 459-1900 in Albany, Schenectady, Troy area; from Hudson, Johnstown, Gloversville, Glens Falls, Catskill, Bennington, Amsterdam call Operator and ask for Enterprise 9950.

MACY'S, Order Dept., Herald Square, N.Y.C. (10001). Please send me the following items:

[illegible]

MACY'S
Herald Square,
New York, N.Y. 10001

325 MRS DEBORAH S NELSON O
458 W 20 ST APT 4D
NEW YORK NY 10011

Blk. Rt.
U. S. POSTAGE
PAID
Hicksville, N. Y.
Permit No. 2

12/70-1/71

"If undeliverable as addressed, do not return"

STARTS SATURDAY, DEC. 26

MACY'S DRUG & COSMETIC SALE

**& Macy's
& White
Sale**
**& Macy's
& Girdle &
Bra Sale**
**& More
& Macy
Sales**

Sales for men, for children;
fur sale, sale of skis, storm
windows, typewriters, tires,
luggage, cameras, sporting
goods, binoculars, sales of
exercisers and even more.
Write or call today; come to
your Macy's Sat., Dec. 26.



Macy's-Own Brand glycerine-and-rosewater creams
and lotions... always good buys, even better buys on sale

Sale 2 for 99¢

88-1. 2 oz. tube cream, regularly 59¢ each

Fragrant, greaseless, easily absorbed into the skin, Macy's famous glycerine-and-rosewater formula works wonders on chapped or detergent hands, wind-burned complexions.

88-2. Cream, 4-oz. jar
Regularly 1.25 Sale 79¢
88-3. Cream, 9-oz. jar
Regularly \$2 Sale 1.69
88-4. Lotion, 16-oz. bottle
Regularly 1.75 Sale 1.39

Mail and phone orders filled on orders of 5.01 or more, see instructions on page 87. Dept. 034, Street Floor, Herald Square, and the Macy's near you.